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# PRINTERS' INK

1920

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CX, No. 4

NEW YORK, JANUARY 22, 1920

10c A COPY

## DURACORD

TRADE-MARK

WHEN the Tubular Woven Fabric Company perfected Duracord they were enthusiastic. Every known test had proven it many times superior to ordinary portable electric cord. They felt that, properly introduced, its future was assured.

We advised an advertising campaign, comprehensive without being extravagant and of course based on careful analysis of both product and market.

Now, after only a few months, Duracord has already achieved a commanding position in its field.

It is a pleasure to have helped so worthy an article along the road to success.

### N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

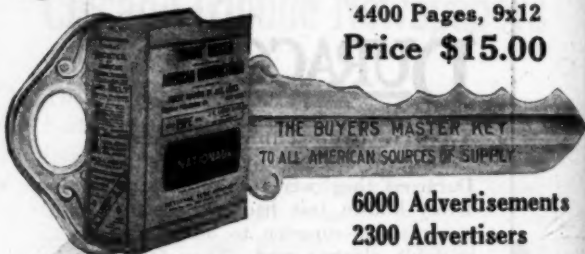
BOSTON

CLEVELAND

CHICAGO

*"Indian Business" (Monthly, Calcutta, India), says:*

"The *Official American Trade Directory*, a publication which is quite the biggest thing of its kind in the world and typical of the land of its production—the land of big ideas."



4400 Pages, 9x12  
Price \$15.00

6000 Advertisements  
2300 Advertisers

**THOMAS' REGISTER OF AMERICAN MANUFACTURERS** is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

More than 25,000\* important concerns throughout the United States and abroad will refer to it during 1920 to find American sources of supply as instinctively as they look at the clock for the time of day. *They all WANT it, ORDER it and PAY for it*, especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year.

\*The majority, but not all, will use 1920 edition. Some continue the use of one edition for more than one year.

## THOMAS PUBLISHING COMPANY

129-135 Lafayette St., New York City

<b>BOSTON</b>	<b>CHICAGO</b>	<b>SAN FRANCISCO</b>	<b>TORONTO</b>
Allston Sq.	20 W. Jackson Blvd.	311 California St.	91 Constance St.

Overseas Agencies in 25 Cities Throughout the World

Issued by  
Publishers  
June 29,  
Vol. C

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# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CX

NEW YORK, JANUARY 22, 1920

No. 4

## The Period of Suspicion in Introducing Labor-Saving Devices

Being the Story of the Perfection Milking Machine

By Mac Martin

THREE years ago PRINTERS' INK asked for the story of the Perfection Milking Machine and its advertising. My response was that some day there would be a story which might add something to the experience of advertising but at that moment the story was still in the making. The national advertising had then been running but one year, and while the sales had shown an increase of 126 per cent and the advertiser had decided to double his appropriation for the coming year, he felt that he had only begun to break ground.

Now that the sales have shown similar increases for four consecutive years and the advertising has grown from one column three-inch "inquiry catches" to the largest schedule of preferred position pages in many publications, perhaps there is something in the experience which may be applicable to other industries introducing labor-saving devices.

Every machine which supplants hand labor must go through a period of suspicion. During such a period every unusual circumstance (and a great many of the usual ones which are quickly corrected and forgotten under the old method) is blamed on the machine. The operator is never at fault; it is always the machine. Twenty years ago the characteristic picture of an automobile was of one stalled in the middle of the road with the driver's feet sticking out from beneath. A wire might have become disconnected, or he might

have neglected to fill his gasoline tank; but, whatever it was, the automobile got the blame. To-day there are thousands upon thousands of garages repairing automobiles day after day but no one attempts to say that the automobile is not a success.

The world waits generations for the invention of some great labor-saving device — the telephone, the phonograph, the automobile, the airplane. When the discovery is announced the public swells with pride and feels that civilization has taken a great step. Then comes the word that it isn't perfected as yet; perfection of a machine can only come through experience in its use and most people do not care to be the first in their community to try something new. The telephone was introduced in 1876, yet it was twenty years before it came into general use. The automobile has passed its twenty-fifth anniversary and it has not been much more than five years that the automobile has been accepted.

One of the provinces of advertising is in reducing the time of the period of suspicion. Do not feel that you are wasting money in advertising a labor-saving device in a territory where you have no distributors. The immediate demand will not seriously embarrass you. The inquiries may, but the actual demand will not. The Perfection Milker is often advertised in a territory for an entire year before any attempt is made to obtain distribution.

Experience has proved this plan the most economical. It insures a better class of agents, furnishes them with a field which has already been "seeded" and reduces the period in which the agent will make little effort without the assistance of the salesman from the home office.

The milking machine has had

taphone will not cause deafness or that the milking machine will not decrease the milk flow only tends to spread the rumor.

Despite the fact that deafness among human beings and dryness among cows was experienced long before man made machines, if a stenographer who had ever used a Dictaphone did happen to be-

come deaf or a cow who had been milked with a milking machine went dry, it would certainly be attributed to the machine. The Dictaphone company has a distinct advantage over the Perfection company in this respect. It can, and does, advertise to the stenographer. It establishes employment agencies and in other ways secures the good will of the stenographer. Perhaps some day we may discover an advertising medium which may be used in obtaining the good will of the bovine species, but up to the present time we have found ourselves helpless in this respect.

Another element which has made the introduction of the milking machine difficult is the fact that it is designed to supplant a hand process which has already supplanted another process—the natural one. Hand milking is only a poor imitation of the process by which the calf obtains milk. The modern cow, through generations of breeding, udder massaging and forcing of the lactation period, has become the most artificial of all animals. Just as milk is the most important of all foods known to man, so is the process of producing it and taking it from the living animal the most delicate and the most highly developed.



Perfection Increases Milk Flow

**H**OW the Perfection Milker tends to lengthen the period of lactation and increase the milk flow is shown by Princess Adelaide De Kol No. 112873 and her daughter Princess Adelaide De Kol Burke No. 275023. Princess Adelaide De Kol Burke was milked for more than a year with the Perfection and still showed no sign of drying up. At the end of this time her owner, H. M. Blacklan, had to discontinue milking her with the Perfection and milk by hand to dry her up before freshening. The photograph shows this cow after she had been milked for more than a year.

When milked with the Perfection on seven day test, her mother, Princess

Adelaide De Kol produced 25.34 pounds of butter and 665.1 pounds of milk. On 14 day test milked with the Perfection she gave 20.47 pounds of butter and 1261.1 pounds of milk.

#### Cows Never Produced So Much

"My cows never produced so much milk by hand as they have since using the milker," says H. M. Blacklan, owner of Checkered Horse Farm, Cambridge, N. Y.

"It only takes from 25 to 30 minutes to milk my 12 thoroughbred Holsteins. If I could not get another Perfection I would not take \$1000 for mine."

#### Sent For Names, Addresses and Catalog

What the Perfection has done on Mr. Blacklan's farm, it will do on yours. Investigate for yourself. We will gladly send you names and addresses of dairymen to whom you can write, together with a free copy of the book, "What The Dairymen Want To Know". It answers every question about milking machines. Write for it now.

Perfection Manufacturing Company

208 E. Main Street

Why Milk by Hand?

Minneapolis, Minnesota

# PERFECTION MILKER

THE CONVINCING KIND OF ADVERTISING NOW BEING USED TO ADVERTISE MILKERS

more than the suspicion of the operator, the prospective agent and the general public to contend with. Being attached to a cow, a very live and temperamental animal but one not gifted with speech, it has had to contend with the cow's off days as well. Someone whispers that the milking machine will dry up the cow just as some one whispers that the Dictaphone will make a stenographer deaf. No one waits until his stenographers become deaf to test the truth or fallacy of the rumor. To advertise that the Dic-

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## All through the steel strike—

*Bill Jones said "Hold your horses, boys!"*

**B**ILL JONES used to be a steel worker himself—until he became a Methodist preacher at Steubenville, Ohio.

When the steel strike came, Bill Jones saw at once the dangers of inflammatory appeals—the dangers of arson, of rioting, of sabotage. He began to preach the doctrine of "Hold your horses." He preached it with all the eloquence, all the persuasiveness at his command.

He succeeded so well that now they are calling him "*the greatest steady influence in the whole district.*"

Yet, Bill Jones would be the first to

tell you that there's nothing astonishing in what he did. He is just one among thousands and thousands of church men and women who stand for progress while opposing radicalism—men and women of sane, rational outlook who want to make the world a place of real comfort and happiness for themselves and their fellows.

300,000 of these substantial, intelligent, kindly folk read the CHRISTIAN HERALD every week. It entertains the whole family—it keeps them informed of every phase of world activity. And for their daily needs, it puts them in touch with the best the market has to offer.



## THE CHRISTIAN HERALD

Graham Patterson, *Publisher*  
NEW YORK CITY

The idea that milking would some day be done by a machine is almost as old as that some day man would fly.

The first Perfection Milker was made in Denmark during the latter years of the nineteenth century. It was made out of the inner tube of a bicycle tire, a lamp chimney and a bicycle pump. Laurits Dinesen, the inventor, and now the superintendent of the factory of the Perfection company, spent years in studying the action of the calf's mouth and in constructing one model after another.

Like many an inventor, he spent very little time studying markets and was therefore surprised, after perfecting his invention, to find that there was no market at that time in the great dairying districts of Europe. The milkmaid of Denmark and Holland in those days was paid less in an entire year than what the American farm hand received in one month, and the social standing of a dairy was judged fully as much by the number of milkmaids it employed as by the number of cows it kept.

According to European prices for labor and milk, the machine could not be expected to pay for itself inside of ten years, and what dairymen would elect to be without a lot of pretty dairymaids for ten long years merely for the pleasure of using a machine? So Dinesen packed his models, bought a steerage ticket, and came to America. Labor conditions have changed so rapidly in the last few years that while, when he first came here a milking ma-

chine paid for itself in a little less than a year, now it clears its original investment in about three months on the wages saved alone, to say nothing of board of the help and loss of other crops when labor is scarce.

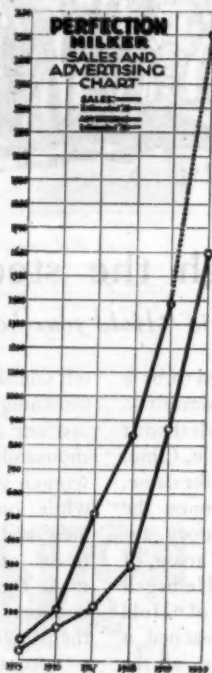
When I first called upon the Perfection Manufacturing Company the factory consisted of a small one-story building which had been left vacant in the wake of a local prohibition movement. The business was two years old as an American corporation. Morck, the general manager of the company, a man of many years' experience in the dairy supply business, shared the part which had been devoted to the cigar stand with one stenographer and C. E. Schou, the treasurer. The bar having been removed, Dinesen had filled up the remainder of the building with lathes and special machinery.

The company had been using one column four-inch advertisements in a small list of farm papers.

Contrary to what might be expected, we reduced the size of space 25 per cent. It was impossible to tell the story of the milking machine in

four inches and the farmers would not believe us even if we had. Our first task was to announce that the Perfection Milker was on the market, tell it to as large a group as possible at the least possible expense and trust to curiosity for an inquiry which we might follow up with a catalogue and personal correspondence. The advertisements contained but thirty-five words of copy. They made no claims for

(Continued on page 150)



SALES (UPPER LINE) FOR 1920 HAVE BEEN ESTIMATED IN ACCORDANCE WITH AMOUNT OF ADVERTISING PLANNED



## When father was a boy—

**H**IS picture shows consisted of crude, home-made "panoramas" or the magic lantern with its grotesque colored slides, usually "made in Germany."

He had a lot of fun with his two-cent show, devoting the proceeds to the Loyal Temperance Legion or some such worthy cause. But how he used to ache to have those monotonous figures strike some new attitude of their own accord!

Nowadays boys, no less enthusiastic over their parlor shows, give real motion picture exhibitions at home, taken and projected with their own apparatus. And nowadays the average father, the

father of the readers of *The American Boy*, has more money to spend for his boys' happiness.

There are more than 500,000 of these boy readers, averaging 15½ to 16 years of age.

They are no less boyish than the youth of father's day, but their amusements and paraphernalia of sport have improved and multiplied with the advancement of the age.

So has the advertisers' opportunity and means for reaching the heart of the boy population been perfected in the development of the one all-boy maga-

zine that blankets the heart of the great boy market — *The American Boy*.

**THE AMERICAN BOY**

"The Biggest, Brightest, Best Magazine for Boys in All the World."

**THE SPRAGUE PUBLISHING CO., DETROIT, MICH.**

(Member A. B. C.)

Branch Offices:—286 Fifth Ave., New York—1418 Lytton Building, Chicago

# Big Dealer tests turnover in a new way

*How competing products are  
today judged by retailers*

**W**HAT points do dealers consider in deciding which products to "push"—which ones to drop?

The manager of a group of Chicago groceries recently made an unusual test to guide his decision on competing brands. He knew that mere *percentage* of profit was misleading. He wanted to find out which product really led on two main points

—fast turnover

—low clerk-cost.

These, he realized, were the deciding factors in net profits.

Four brands of pancake flour, all well-known to Chicago housewives, were displayed side by side. *No selling effort of any sort was made by the proprietor or by his clerks.*

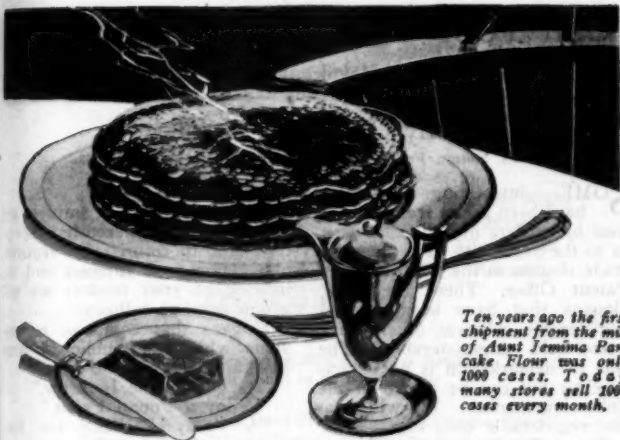
During nine months in the entire group of stores customers selected whatever brand they desired. These are the exact results of the test:



## Aunt Jemima Pancake Flour

	*Cases Sold	Per Cent of Total
Competitive Brand No. 1	735	72½%
Competitive Brand No. 2	150	15%
Competitive Brand No. 3	75	7½%
	50	5%

\*36 pks. to case



*Ten years ago the first shipment from the mill of Aunt Jemima Pancake Flour was only 1000 cases. Today many stores sell 1000 cases every month.*

The overwhelming success of Aunt Jemima Pancake Flour in this unique test was clearly due to one big advantage—to an active *consumer demand*. Years of sound advertising have shown American housewives what this splendid product means in better breakfasts, less work and greater economy.

Retailers throughout the country give large orders for Aunt Jemima Pancake Flour because *it sells itself*—gives fast turnover at low clerk-cost.

How will *your* product stand up under actual test in a retail store?

In creating consumer demand for Aunt Jemima Pancake Flour, the J. Walter Thompson Company has co-operated with the manufacturer. We will be glad to discuss your special problems at our offices in New York, Cincinnati, Chicago, Boston, or Detroit.

**J. WALTER THOMPSON COMPANY**  
*New York*

Chicago • Boston • Detroit • Cincinnati • London



# Can Your Slogan Be Registered?

Some of the Conditions Under Which the Patent Office Will Accept Your Trade Phrase for Registration

By Charles R. Allen

With Mason, Fenwick & Lawrence, Trade-Mark Lawyers.

SOME interesting questions have been asked from time to time by readers of **PRINTERS' INK** as to the possibility of registering trade slogans in the United States Patent Office. There are some slogans that have been deemed registerable, whereas others have been held unregistrable. The line of demarkation is not exactly clear but can be drawn in the following manner. We will treat the registerable ones first.

The following types of slogans have been held *registerable*:

I. Where the slogan is a play on known words—for instance, "The House of a Thousand Candies" or "Our Waste Is Your Gain" and used in a trade-mark sense, namely, used alone and in a conspicuous place.

II. When it does not directly describe a physical characteristic of the product to which it is attached, but merely suggests a property of goods, for instance, "A Clean Tooth Never Decays" or "Built Like a Bridge."

III. When it involves a trade-mark of long standing—as the term "Polly Prim" in the following rhyme:

"When Things Look Dim  
Use Polly Prim."

IV. Where the device is not merely a collection of correctly spelled dictionary words, for instance, "Mak-Ur-Own" as applied to index cards.

When a slogan is presented before the officials of the Patent Office, the first and foremost question asked is, "Is the slogan used as a trade-mark," that is, displayed in a conspicuous place upon the label so as to catch the eye of the purchaser? In other words, the slogan must be so positioned as to be readily recognized as a substitute for the name of the producer taking the form of

a commercial signature.

The next points of interest are those that are inherently descriptive and therefore *not registerable*. For your interest and the interest of your readers we will group them as follows:

Slogans that comprise expressions which the public at large have an equal right to use:

"As Old as the Industry."

"Penny a Pound Profit."

"A Fussy Package for Fastidious Folks."

"Hurts Only Dirt."

"Save a Dollar."

"Full Value."

"A Pippin of a Drink."

"Works Like a Flash."

"The Greatest Value for the Money."

"The Ware that Wears."

"How to Pack It."

"Penny a Plug."

"Best of All."

These expressions are not strictly trade-marks, although all of them were used in a conspicuous place, because they are natural trade expressions which had been used prior to the use claimed by the applicant and in some instances they had been used on a similar product. Moreover, they speak of a result to be obtained by their use; or set out a familiar line of shop talk or further they direct attention to the most salient features of the product. The registration of such slogans is clearly prohibited by Section 5 of the Trade-mark Act of Feb. 20, 1905.

Another clear line of non-registerable slogans are those adopted by a parent organization to be used in advertising the business of its members. You must keep in mind, however, that the parent organization is not a dealer in merchandise; for instance, the National Canners Association ad-

**CHICAGO****The Central Location for Printing and Publishing**

Printing  
and  
Advertising  
Advisers



Day and Night  
Service  
All the Year  
Around

*One of the Largest and Most Completely Equipped  
Printing Plants in the United States*

Linotypes, Monotypes, Hand Typesetting. Usual Presses; Color Presses, Rotaries. Usual Binding and Mailing Facilities, also Rapid Gathering, Stitching, Covering and Trimming Machines.

Whether you have a large or small Catalogue or Publication to be printed you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give and have secured prices.

*We ship or express to any point  
or mail direct from Chicago*

**Make a Printing Connection with a Specialist and  
a Large and Reliable Printing House.**

**Business Methods and Financial Standing  
the Highest**

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

**ROGERS & HALL COMPANY**  
**Catalogue and Publication**  
**PRINTERS**

Artists—Engravers—Electrotypers

**Polk & La Salle Streets**

**CHICAGO, ILL.**

Telephone Wabash 3381—Local and Long Distance

**CHICAGO****The Central Location for Printing and Publishing**

vertises canned goods under the following slogan:

"The Miracle on Your Table."

This is done for the benefit of the members of the association. And again a Board of Commerce adopts a slogan to be placed on goods approved by it—in this instance, the slogan "Made in U. S. A." It was held to be merely a good will token and not registerable as a trade-mark.

We are still confronted with slogans that are clearly not registerable within the meaning of the act in that they were never intended to be so used as trade-marks, and in fact were not so used but were used merely as titles to the goods of which they form an ornamental or descriptive part. We have reference to the following slogans:

"We Won't Forget You," used in association with an ornamental design and applied at the top of a letter sheet, sent to a soldier by his parents and sister; again

"Minimum Essentials," used as the title of a printed form, and also

"For Progress in Writing," used on the face of a button to advertise a certain system of teaching, calling attention to the fact the wearer of said button is a member of such school. This is not trade-mark use of a slogan.

After drawing the clear lines we come to a straight but rough and rugged road which is interrupted by a fence diagonally positioned across the said road. In attempting to continue our well outlined discourse we automatically straddle the said fence, and find ourselves somewhat in the position of the layman who does not know which established path to follow. We therefore run into slogans that could just as well be on one side of the fence as the other. We will set out a few slogans that are apparently the same but which have been held to be different from the standpoint of registerability.

The following have been held registerable:

"Whitman's for Happiness."

"The Machine Way in Short-hand."

"It's the Wheat."

"Tongues that tell the Story."

"A Better Brand."

"The Cake that Made Mother Stop Baking."

"The Recollection of Quality."

"Remains long after the Price is Forgotten."

"One Day Doctor."

"A Mark of Excellence."

"The Only Way."

"Cream of Wheat."

"The Shirt that Breathes."

Compare the above with the following slogans which have been held unregistrable:

"Happiness in every Box."

"The Machine You Will Eventually Buy."

"The Eggs Pay For It."

"On Everybody's Tongue."

"Best on Record."

"Better than Mother's."

"The Sweetness of High Prices Never Equals the Bitterness of Poor Quality."

"One Day Cold Cure."

"The Mark of Quality."

"The Wrong Way."

"The Educated Way."

"Cream of Ice Creams."

"The Player that's Different."

The apparent inconsistency is due to the constant change of Primary Examiners and sometimes due to the change of Commissioners assigned to the hearing of trade-mark cases.

### J. T. Ashbrooke With Soap Organization

J. T. Ashbrooke, who was formerly advertising manager of the Gillette Safety Razor Company, Boston, is now general manager of the American Safetee Soap Corporation, Brooklyn, N. Y., a subsidiary of the American Safety Razor Corporation, Brooklyn. Maurice Robinson, who was formerly second vice-president of G. L. Stern Company, New York, is general sales manager of the American Safety Razor Corporation.

### J. F. O'Neill Takes On New Duties

J. F. O'Neill, advertising manager of A. A. Vantine & Co., Inc., New York, has been made general manager of the wholesale perfumery department of that organization. Mr. O'Neill will continue as advertising manager of the company.

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Get your message across  
with a Story Advertisement  
in  
The  
**Outlook**

*written by Newton A. Fuessle  
with Drawings by Vernon Howe Bailey*

Mr. Fuessle is a successful novelist with an extensive and practical merchandising training. Mr. Bailey is an artist with the singular gift of pictorializing industrial values.

The Outlook's Institutional Story Advertisements are being used by some of America's leading advertisers to present the true picture of their products, facilities, people, and aims.

We will tell you how this service might meet the requirements of your own special needs.

**The Outlook Company**

*Travers D. Carman, Advertising Manager*

381 Fourth Avenue, New York

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# Collier's

## THE NATIONAL WEEKLY

5 CENTS A COPY

### Studebaker

THIS Series of Seven Passenger 800-875 models name but the finest materials, such as the best known grades of steel, leather, upholstery, finishing rubbers, tires and accessories, because Studebaker's reputation guarantees the building of strong cars, or the making of combinations to form units.

It is not an overstatement to say an owner, although the wheelbase is 108 inches. It is light in weight (only 2150 lbs.) and its automatic lubricator reduces annually fuel consumption with high top settings. Its expenditure 60 to 70 miles with demonstrable load and has open vehicle provided with numerous power front seats low grades of fuel. During the use of any speed and under any condition, its perfect performance is always assured.

Standard equipment includes steel tires, shock absorbers, sought side steering wheel(s) with steering gear couplings, horn and integral side lights, automatic turn-on lamp, radiator door pads and genuine hand buffed leather upholstery.

Studebaker quality. Answer for 22 years.  
It is found in the Series 800-875.



# Studebaker and Collier's

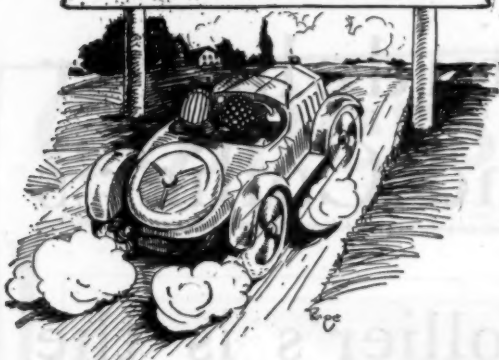
Collier's is the  
backbone of the  
Studebaker ad-  
vertising cam-  
paign in 1920.

## Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*

## Baltimore Auto Show Feb 3<sup>rd</sup> to 7<sup>th</sup> 1920 Inclusive



**T**HE opening of the Automobile Show in Baltimore on February 3<sup>rd</sup> finds the NEWS leading the local field in automobile advertising GAINS.

¶ During the month of December 1919, as compared with December 1918, the automobile display advertising GAINS of the NEWS were MORE THAN DOUBLE the combined gains of the Baltimore papers, second and third in order of gain.

The figures speak for themselves:

NEWS, Dec. 1919	-	-	40,322	lines
" " 1918	-	-	13,318	"
GAIN	-	-	27,004	"
Gain of 2nd paper	-	-	8,545	"
" " 3rd	-	-	3,287	"

¶ With its net paid circulation of close to 100,000 and going into from 80,000 to 85,000 out of the 90,000 white and English-speaking homes in Baltimore, the NEWS reaches the people of BIG purchasing power, who have the means to buy your goods irrespective of price, and dominates the local field to such an extent that many manufacturers are concentrating in it to the exclusion of all other media.

¶ The NEWS AUTOMOBILE SHOW NUMBER will be published the day the Show opens—February 3<sup>rd</sup>. Get your copy in early.

# The Baltimore News

## Goes Home and Stays Home

**DAN A. CARROLL**  
Eastern Representative  
Tribune Building  
New York

*Have a web*  
Advertising Manager

**J. E. LUTZ**  
Western Representative  
First Nat'l Bank Bldg.  
Chicago



# Tea Association Prepares to Conduct Extensive Co-operative Campaign

Financing Plans Provide for the Setting Aside of One-fifth of One Cent on Each Pound of Tea Shipped to the U. S.

FIVE years from now, if there is any virtue in advertising, the people of the United States are going to drink many times the tea that is consumed now. The Tea Association of the United States has made the interesting discovery that this nation drinks less tea per capita than any other on the face of the earth. The association sees in this a real opportunity to do some constructive advertising and widespread educational work in behalf of tea. Accordingly a campaign is being planned that will extend over a period of perhaps five years, and will cost all the way from one million to two million dollars.

The immediate inspiration for this lively move of the tea trade is to be found in the proposed active campaign of the coffee roasters and distributors. The coffee people, as has been told in *PRINTERS' INK*, plan to spend around about \$250,000 per year for four consecutive years to increase the consumption of coffee. This money will be invested in face of the fact that the United States already drinks more coffee than any other nation.

Leading spirits in the tea trade frankly recognize and freely admit that they have been very lax in pushing their product. As a result the tea business of the United States to-day is in very much the same position that the California fruit growers found themselves several years ago. More tea is being produced right along and the consumption does not in any way keep pace. The result is that there are huge overstocks of tea representing just that much loss in worth-while profits.

"We have decided," Charles E. Atwood, chairman of the Tea

Association of the United States, tells *PRINTERS' INK*, "that tea will lend itself readily to the advertiser's art along educational publicity lines."

Mr. Atwood is president of the J. C. Whitney Company, of Chicago, exporters and importers of tea. For two years he has been one of the leading factors in the gradual development of the publicity campaign which is now approaching.

## ALMOST A BRAND-NEW FIELD FOR EDUCATIONAL ADVERTISING

"Tea," declared Mr. Atwood, "is the most economical of any beverage that can be placed before the consuming public. But when have you seen any advertising or any other educational work that would tend to bring out that fact? When the orange and raisin growers found that people were not buying enough of those fruits they advertised so as to show people a wider variety of uses for them. It is really amazing how much cookery is being taught the public every year by people interested in the exploitation of food products. In tea there is more room to suggest new lines of usage than there ever was in the case of oranges, lemons, raisins or even coffee. Our opportunity is practically one of having an uncultivated field before us, the harvest of which will be limited only by the advertising and selling effort we put into it.

"We are told that the success of advertising depends on keeping everlastingly at it. Therefore we do not expect to accomplish wonders over night. We think we had better look forward to a campaign of at least three years or even five years. If we do not want to go into it that fully we

had better stay out of it altogether."

In a proposition of such magnitude involving so many concerns in various parts of the earth—tea growers, exporters, importers and dealers in general—it is something of an advertising campaign in itself to get the thing properly financed and to line up everybody behind it in a way that will make it a complete success. Consequently, the first care of the Tea Association was to sell the tea interests on the proposition. This is what has been going on for the last two years, and the final push-over is about to be administered.

The financing plan provides for the setting aside of one-fifth of a cent on each pound of tea shipped to the United States. Every exporter of every kind of tea will be asked to retain this amount at the port of shipment. There will be established in each port a committee selected from the firms actually engaged in the tea trade. The committee will collect the money and forward it to the central committee stationed in the United States. With about one hundred and ten million pounds of tea received each year this plan would yield about \$220,000.

In addition the association will ask that a like sum be raised by the growers and planters in Japan, Formosa, China, Ceylon, India and Java. This will be done under the direct charge of the various tea guilds or tea association committees.

There already has been enough response to assure the success of this essential part of the campaign. Practically everybody in the industry realizes its condition without being told, and it has been an easy matter to convince them of the desirability of widespread educational campaigns.

The publicity efforts in behalf of tea will go much deeper than the mere use of space in public mediums that will reach the people. There will be educational work attempted through women's clubs, domestic science departments in high schools and colleges and even in the grade schools.

During the preliminary investigation leading up to the decision to advertise it was ascertained that there is a remarkable lack of authentic information relative to the raising of tea and its preparation for use. What little information there is available is so incomplete and so misleading in essential respects that the tea interests feel many people or even the majority of the people have an entirely wrong conception of their product and its effect on the frail human organism. It is proposed therefore to have an educational bureau whose business it will be to secure all kinds of dependable data as to the growth of tea, methods of cultivating, curing and shipping it, proper methods of making and serving and so on. All this eventually will work out into elaborate booklets which could be used by schools and domestic science classes as text books.

#### DIRECT MAILINGS TO HELP MAKE TEA EXPERTS

Part of the educational work directed toward consumers will be in the form of highly illustrated, easily read leaflets dealing with the individual kinds of tea and designed to show how each can be prepared and served so as to be economical, healthful and stimulating. These booklets and leaflets probably will be printed in quantities, and made available for distribution among all retailers of tea. They will be enclosed in parcels and may in some cases even be sent out by mail as part of a direct advertising campaign.

It is proposed to make this portion of the work self-sustaining eventually, although it will cost considerable money at the start. Manufacturers and jobbers who send out advertising matter to retailers are everlastingly considering the problem of whether to send the material free or whether the charge for it shall be nominal, enough to pay for producing the matter or sufficient to bring a profit. It is planned to send these tea leaflets to retailers at a price that will pay a slight profit. The money will be put right back into

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the same kind of work with the object of making a constantly growing fund so that the propaganda may be pushed to the utmost limits. It will be somewhat in the nature of an endless chain idea, and if it is worked out to its eventual conclusion it is a pretty safe guess that the people of the country will know considerably more about tea than they do now.

In close co-operation with the leaflet plan of procedure the dealers will be provided with facilities for making window displays and fully organized local campaigns, including various kinds of educational work.

Right here is another departure that will be good instructive reading for those interested in service work. The local newspaper man will in many cases be the centre of the local promotional work. He can be expected to co-operate to the limit because his own prosperity is bound up so closely in that of his customers.

The local publisher who does not get sufficient advertising falls down in this respect because he does not know how to approach his prospects in a constructive way and because the prospects know little or nothing about the niceties of advertising. Here and there you see a publisher who goes into the thing from the right standpoint. Instead of calling upon a retailer and asking him "Aren't you going to give me an ad to-day?" he studies the dealer's problems and shows him how advertising can help solve them. He even goes so far as to prepare the copy. When you see a publisher working along this line you never hear him complain about the lack of advertising patronage. Retailers are glad to give him business because they realize the great need of proper publicity efforts.

Some of the local consumer campaigns will specify certain brands or grades of tea as being the most desirable to use, the emphasis being laid of course upon the better varieties. The national consumer effort will of necessity have to be general. It will be confined to advertising tea as a bev-

erage and telling of its benefits. The effort will be to educate the public into drinking more tea and drinking it oftener. Thus the ground work will be laid for the specific local campaigns.

In all the advertising special and individual attention will be given the publicity needs of importers, wholesale grocers, specialty houses, the ordinary retail store, chain stores, retail mail-order houses, wagon men and packet tea firms.

### Mathes and Kessler Taken Into Ayer Co-partnership

James M. Mathes, manager of the New York office of N. W. Ayer & Son, Philadelphia, and Adam Kessler, Jr., head of the agency's plan bureau at Philadelphia, have been admitted to the Ayer co-partnership. The other members of the firm are F. Wayland Ayer, Albert G. Bradford, Jarvis A. Wood, Wilfred W. Frey and William M. Armistead.

Mr. Mathes has been with the Ayer organization since 1911 and Mr. Kessler since 1901.

### Arthur K. Barnes Joins Seaman Agency

Arthur K. Barnes, who has been associated with the Armstrong Cork Co., of Pittsburgh, Pa., for several years, more recently as branch manager of the Armstrong Cork Products Co., at Boston, and formerly, for a number of years with Fuller & Smith, Cleveland, is now associated with Frank Seaman, Inc., New York, in the direction of accounts.

### Drysdale With MacManus

K. P. Drysdale, formerly director of sales promotion for the Cleveland Tractor Company and for ten years advertising manager of the Cadillac Motor Car Company, has become associated with Theodore F. MacManus, Inc., Detroit advertising agency.

### Holt Tractor Account With Cleland Agency

Cleland, Inc., advertising agency, New York, has obtained the advertising account of the Holt Manufacturing Company, maker of the "Holt" tractor, Peoria, Ill.

### J. J. Geisinger, an Officer of Federal Agency

J. J. Geisinger has recently been made vice-president of the Federal Advertising Agency, Inc., New York.

# The Other Half of the Dollar

Advertising Campaign to Meet High Cost of Living

**A**MONG the things which have been hard hit by the high cost of living is organized charity. The five-dollar bill from the philanthropist which a year ago would buy a respectable amount of food, to-day goes only half as far. Charity seldom has a chance to point this fact out to the giver. The old proverb about looking a gift horse in the mouth has applied to many a case where charity was concerned—and charity has suffered in the work it could do.

*THE philanthropic dollar,  
like the household dollar,  
buys only half of what it  
used to buy.  
Give twice as much as  
you used to give!*

## Safeguard Federation

The Federation for the Support of Jewish Philanthropic Societies of New York maintains a campaign additional to meet the high cost of living. The so-called Jewish institutions in Federation care for the sick, aged, destitute, orphaned, blind and handicapped Jews of New York.

Send checks to "Federation"  
112 Fifth Avenue,  
New York City.

A NEW ANGLE IN CHARITY ADVERTISING IS DEVELOPED IN THIS SERIES, WHICH ASKS DONORS TO DOUBLE THEIR GIFTS

It remained for the Federated Jewish Philanthropic Societies of New York to use paid advertising as a method of securing the other half of the dollar. In the case of this particular charity, the allotments to the various institutions for which the Federation acts as a collection agency were decided upon last year. In the meantime things have happened to the purchasing power of the dollar. It looks pretty much like the same old dollar, but it buys like forty-eight cents.

A series of display advertisements in New York newspapers was therefore decided upon to bring home to the public the ne-

cessity for raising an additional sum of \$1,700,000 if the charity was not to suffer.

"A loaf of bread costs ten cents, not five.

"A quart of milk costs eighteen cents, not eight," is the head of one piece of copy.

"The philanthropic dollar, like the household dollar, buys only half of what it used to buy. Give twice as much as you used to give," says another.

"Charity vaunteth not itself, is not puffed up," says the Bible. But here is a charity that rises to its feet to remark that the dollar is not all that it should be.

## New Vice-Presidents of Chicago Agency

C. Hugo Levin, Stanley G. Swanberg and Harry H. Gould have been elected vice-presidents of Mallory, Mitchell & Faust, Inc., Chicago. They have all been associated with this agency for a number of years.

Mr. Levin was formerly secretary of the William P. Stark Nurseries Company, Neosho, Mo., and before that was connected with Lord & Thomas and the Mahin Advertising Company, now the William H. Rankin Co. Mr. Swanberg was with the Rankin agency before joining Mallory, Mitchell & Faust. Before that he was on the editorial staff of the Moline (Ill.) *Daily Dispatch* and was advertising manager of the M. & K. Store, Rock Island, Ill. Mr. Gould, who is head of the commercial research department, was associated for a time during the war with the Commercial Economy Board at Washington.

## Toledo Agency Reorganized

E. A. Machen has purchased the stock of E. A. Arkenberg in The Arkenberg-Machen-Dowd Company, advertising agency, Toledo, Ohio, which agency has been reorganized, and will be henceforth known as The Machen & Dowd Company. The officers of the new agency are: Edwin A. Machen, president and secretary; Charles F. Dowd, vice-president and treasurer.

## Has "Indestructo" Account

The advertising account of the National Veneer Products Company, Mishawaka, Ind., manufacturer of Indestructo trunks, has been placed with the Chicago office of the Green, Fulton, Cunningham Co.

# Philadelphia—

Send for copy of reprint from Advertising Age, entitled "Saturday Evening Issues Great Pullers," and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Sollenburg & Co., Lilt Brothers, J. E. Caldwell & Co., Goodrich Tires, Kellogg's Krumbs, Moxley & Jelke butter, and others do on Saturday evening.

OLD EVENING BULLETIN-PHILADELPHIA, SATURDAY, DECEMBER 13, 1914

**SNELLENBURGS**

1015 MARKET ST. PHILADELPHIA

## On Monday a Magnificent

### Collection of Oriental Art Wares, Dinner Sets & Lamps

**SNELLENBURGS**

1015 MARKET ST. PHILADELPHIA

*Providing a Wealth of Suggestions for Beautiful and Exclusive Christmas Gifts and Offering the Most Prudent Value Opportunities*

*Beautiful Chinese and Japanese art objects, all new examples of the art of the Orient. These items have been a collection from private homes of the Philadelphia area and are now on hand for sale.*

**Be Sure to See Our Enlarged Section Devoted to All Kinds of Floor Lamps—The Assortments are Matchless. With Shades of All Kinds Await Your Choosing.**

<p><b>Chinese Crackle Jar, \$15.50</b></p> 	<p><b>Handsome Chinese Floor Vase at \$15.50</b></p> 	<p><b>Beautiful Chinese and Japanese art objects, all new examples of the art of the Orient. These items have been a collection from private homes of the Philadelphia area and are now on hand for sale.</b></p>	<p><b>"The Condon"—A Bronze Group at \$25.00</b></p> 	<p><b>Carved Chinese Floor Lamp at \$15.50</b></p> 
<p><b>18th C. Set Old Canton Blue Chinese Dinnerware, \$55</b></p> 	<p><b>Bronze Temple Figurine at \$10.75</b></p> 	<p><b>Bronze Incense Burner at \$15.00</b></p> 	<p><b>Chinese Porcelain Jar, \$15</b></p> 	<p><b>Electric Temple Figurine at \$15.00</b></p> 
<p><b>Chinese Incense Burner at \$11.50</b></p> 	<p><b>Bronze Temple Figurine at \$15.50</b></p> 	<p><b>Old Chinese Jade Trees \$1000.00 Pair</b></p> 	<p><b>Beautiful Foo Chow Bronze Vase, \$25</b></p> 	<p><b>Beautiful Bronze Vase at \$15.75</b></p> 
<p><b>18th C. Set Old Canton Blue Chinese Dinnerware, \$115</b></p> 	<p><b>Bronze Temple Figurine at \$12.50</b></p> 	<p><b>Bronze Library Table Lamp at \$45.00</b></p> 	<p><b>Old Bronze Sacred Elephant at \$35.00</b></p> 	<p><b>Five Chinese Covered Jar at \$17.50</b></p> 
<p><b>Chinese Incense Burner at \$11.50</b></p> 	<p><b>Beautiful Electric Library Lamp at \$25.00</b></p> 	<p><b>Chinese Medallion Floor Vase at \$15.00</b></p> 	<p><b>Chinese Covered Jar at \$35.00</b></p> 	<p><b>Chinese Covered Jar at \$25.00</b></p> 
<p><b>Hand Wrought Electric Temple Figurine at \$25.00</b></p> 	<p><b>Bronze Elephant on Pedestal at \$17.50</b></p> 	<p><b>Chinese Covered Jar at \$17.50</b></p> 	<p><b>Chinese Electric Lamp at \$35.00</b></p> 	<p><b>Handsome Bronze Incense Burner at \$15.00</b></p> 
<p><b>Hand Wrought Electric Temple Figurine at \$25.00</b></p> 	<p><b>Chinese Covered Jar at \$17.50</b></p> 	<p><b>Chinese Electric Lamp at \$35.00</b></p> 	<p><b>Chinese Electric Lamp at \$35.00</b></p> 	<p><b>Handsome Bronze Incense Burner at \$15.00</b></p> 

Another Evidence of the Selling Power of Saturday's Philadelphia Bulletin.

This page advertisement appeared in the Saturday edition of "The Bulletin," and with its unusual illustrations and arrangement "put it over," both in solving the gift problem for many and in making the sale a success.

## DOMINATE PHILADELPHIA

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

December  
Circulation

457,569

Copies  
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day. No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

# If every actor

## 176,957

*Total Daily Average  
Paid Home-Delivered  
Circulation in 1919*

## 623,822

*Inches Paid Advertising  
in 1919 — An Increase  
of 47.2% Over 1918*

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# could choose his audience—

*How certain he would be of appreciative response!*

**W**HEN it comes to your advertising message, you *do* choose your audience—there's no big "if" in the way.

In 1919 the Cincinnati Post daily average circulation of 176,957 copies carried 325,529 advertising messages of local and national advertisers who have *chosen* Post readers as the quickest, most responsive audience in Cincinnati, with a buying power second to none.

The Post's leadership over all Cincinnati newspapers in the number of paid advertisements run in 1919 is the best demonstration of the advertiser's confidence in the Post as a productive medium.

*Reader Confidence*—plus the largest circulation at the lowest cost per thousand, makes the Post the best and most economical "buy" in the Cincinnati territory.

Include the Post in your 1920 schedule for Cincinnati.

## *The* Cincinnati Post

**"Largest Circulation in Cincinnati"**

Foreign Advertising Dept., Scripps Newspapers,  
Union National Bank Bldg., Cleveland, O.

New York Office:  
Marbridge Bldg.

Chicago Office:  
1125 First National Bank Bldg.



# Creators of a Hundred Sales

—where one

—was before,

## *Advertising Men*

—don't confuse

—Broadway, Fifth Avenue, and their skirts

—of lofty apartments and lowly tenements,

—with the real home city of Brooklyn,

—and its half million

—well filled family pocketbooks.

## *Go directly for this market*

—through the columns of

# The Brooklyn Eagle

*Dominant in Brooklyn*

A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

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# A Manufacturer's Two Weeks' Course for New Salesmen

Sherwin-Williams' Plan Combines Factory Training With Field Work

By Roland Cole

**A** PLAN for educating new salesmen adopted some time ago by The Sherwin-Williams Co., combines factory training with field work in a way that gives the new man a working knowledge of manufacturing methods and enables him to build on that knowledge through actual experience. In this way the new man's work in the field guides him in his further study of factory details and prevents him from lumbering his mind with non-essential information. In other words, he takes a hand in his own education. Sales managers who have not been able to find a satisfactory method of training new men will find much in the S-W plan to help them work out a solution. To understand the plan a glance at the sales organization will be of help.

The Sherwin-Williams Co. now has about 500 sales representatives. The United States is divided into nine sales districts, each in charge of a district sales manager. Under this man there are four or five divisional sales managers.

Each district sales manager is the boss of his own work. He is a law unto himself. Upon him rests the responsibility of finding and educating his own men.

A better understanding of the conditions may be secured by taking as an example one of the nine districts, the North Central District, comprising Ohio, Western New York, Western Pennsylvania, Eastern Michigan. This district is in charge of A. E. Kydd, district sales manager. It comprises about eighty salesmen at present, and is growing steadily. Under Mr. Kydd are five divisional sales managers, among

whom the territory just mentioned is divided.

I select this district because it is more closely related, geographically, to the home office than the others. Also because Mr. Kydd has done pioneer work in sales training and his present method possesses original elements of value.

The company does not have an educational department, known as such. Each of the nine district sales managers personally formulates the plan and policies of the educational work for the training of his own men. Each one decides the sort of training his men shall receive, whether much or little, whether theoretical or practical, whether administered by himself or taught by others. Mr. Kydd's plan, as operated for his own district, has proved so effective and so fruitful of results that it is now regarded as a sort of standard and is followed in the main by the other eight district sales managers.

## TRAINING MEN WHO OUGHT TO MAKE SALESMEN

The very first question I put to Mr. Kydd was to ask him the length of his educational course. "I have found," he told me, "that a period of two weeks is sufficient time for new men to receive what I consider to be all the preliminary instruction they can assimilate with profit before going into the field."

The second question I asked him was how he could possibly teach new men very much about paint-making when the Sherwin-Williams' line comprises from 40,000 to 50,000 different formulas, two-thirds of which might be called active. He replied that he

regarded the man as more important than the educational course and told me the following story:

Seated side by side in a class of student salesmen were two new men. They were learning how to sell paint. One had been a flour merchant and knew as much about paint as some motor-men know about polite society—perhaps not so much. The other had been a clerk in a paint store and knew what paint was used for, but not what it was made of.

The paint clerk, who knew something of his subject to start with, was painstaking, studious and faithful during training, and industrious and conscientious on the road. The flour merchant knew nothing whatever about paint or how to sell it. The questions this man asked in class made his fellow students laugh. Toward the end of the period a riot resulted whenever he opened his mouth. What happened to these two men after they entered the field?

The former paint clerk came to the dealer with a manufacturing story of how paint was made. He described ingredients, mixing processes, selection of raw materials. He told the house-owner of the size of his company, its laboratories, and the variety of its line. After two months' hard work he failed. He had a splendid article, he knew all about it, but he couldn't put it over. He thought his experience as a paint clerk would be valuable in selling. He knew all about selling, he believed, so during his training period he concentrated on manufacturing methods.

#### BORN SALESMEN IN DEMAND

The flour merchant began to "mix" with his customers in much the same thorough way as his company mixed its paint. He succeeded from the start. His sales rose steadily week after week. To-day he is a "top-notcher" in his sales district, in his division and in the whole company. Why did one man succeed and the other fail? Was it

the fault of the educational course? Mr. Kydd said "it may have been the educational course, but I doubt it."

Mr. Kydd doesn't believe the selling instinct can be put into a man if it wasn't born there. A man must have the natural qualifications of a salesman or he never gets into his class. These qualifications, to quote his own words, are: "Keeness, alertness, diplomacy, and a physiognomy that indicates the possession of fighting qualities." He said further: "When I first entered the business of selling I had a notion, that salesmen were born, not made. A few years later I reversed that opinion. To-day you find me back at my original conviction that if a man isn't naturally qualified to sell, the knack can't be put into him by education. Ministers, reporters, shipping clerks, school teachers, bookkeepers, architects and farmers have all made good salesmen."

"Some time ago a man came to me who had been a barber. He had that about him which made me feel he could sell paint. I hired him, put him through my educational class, and he made an excellent salesman."

Paint seems, to the uninitiated, a simple thing to sell. The clerk in the paint store with a limited assortment of goods kept in stock finds selling mostly a matter of telling a customer whether he has the goods called for on hand or not. But the paint salesman of the manufacturer calling on retail and wholesale dealers, house-owners, manufacturers and many other classes, with the competition of the local painter and other manufacturing paint concerns to meet, finds selling quite a different thing. Too much factory training, too much knowledge of the preparation of raw materials, grinding and mixing processes, formulas, would so overload his mental machinery as to make him top-heavy on this head.

Many things must, in mercy, be kept away from salesmen selling

a line as complicated as the Sherwin-Williams' line, or their training would require a year's time. Not only that, but the little told them must be comprehensive, representative and basic—a ground work, in other words, for them to build on. The conclusion that two weeks is the right amount of time for educating men to sell paint is the result of long experiment on the part of Mr. Kydd. He said:

"The first week is taken up in describing our paints and varnishes and the pigments, gums and liquids that go into them. SWP, our line of outside paints, is the hub of our wheel. This is fundamental. We begin by showing the men exhibits of lead ore, blue lead, partly corroded lead and white lead ground in oil. In order to make sure they will carry away with them a lasting recollection of the corroding process, I have a reproduction in miniature of a corroding room all set up under a glass case with lead stacks, corroding pots, tan

bark, etc. It is quite important to give new salesmen a clear and simple idea of the details of the manufacture of our white lead and show them carefully the way in which it is washed and floated."

The second week's work covers products like insecticides, disinfectants, coal-tar products, soaps and so on. Factory trips, the inspection of the company's offices, and the presentation of the advertising and regular sales helps are also given them during the second week.

The men are not allowed to see manufacturing processes until they have first been told about them in the classroom. This saves time. After a man has been made to wrestle with a subject mentally the observation of the process in the factory brings back most of what he has been told in the classroom and fixes it in his mind.

Unlike the plan followed by many other concerns, new salesmen are not talked to by repre-

# The George L. Dyer Company 42 Broadway New York



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

sentatives from the factory. It is far better to have manufacturing details presented to them with the sales significance head foremost, and this, Mr. Kydd believes, can best be done by representatives of the selling force. Many new men with the student type of mind are inclined to wander off by themselves and go into the intricacies of manufacturing technique. They are not allowed to do this by the Sherwin-Williams Co.

#### ROAD EXPERIENCE AND THEN MORE SCHOOLING

At the end of the two weeks' course the new man is sent into a sales territory to work alone. Before he starts he is provided with a notebook and told how to use it. After two weeks' work he is called back to the home office. Then his real education begins. Two weeks' contact with the realities of selling is a trial by fire that burns into his consciousness the conviction that every fact presented to him during his home office instruction is of vital importance to his success. This is the culminating point of his education—a sort of post-graduate course that gives the finishing touches to his training. Now everything begins to take on a new meaning. Every word spoken to him, everything he has studied, everything he has seen in the field has a significance it never had before. His notebook is full of questions. With this before him he goes over his work with his sales manager and the enlightenment he gets now, which is of his own seeking, he never forgets.

Mr. Kydd believes a new salesman gets more good by working alone than he would gain by traveling with an older salesman. It is a policy of the company that the sales managers make frequent trips into their territories and spend whatever time they consider necessary with the new men, coaching them. One of the most valuable documents given them is a booklet entitled, "The A B C of Home Painting," which

contains a comprehensive description of the various uses for Sherwin-Williams' products and instructions for their use. When a dealer or a house owner asks the salesmen what kind of paint to use on a bird cage, he refers to the index, where he finds full instructions on page 34.

The plan I have described has in practice an unlooked-for advantage to the company. Each class of salesmen teaches the company something new. The men are encouraged to ask questions, and they ask them with a will. As a consequence many new ideas are uncovered, leading to investigations that end in discoveries. Few educational plans have this happy result. The company seldom fails to profit as much as the men.

#### NEW MEN BECOME PART OF MACHINE

Better results have been obtained from the arrangement now in effect than from any previously tried by the company. The percentage of failures is lower than it has ever been. However, the type of men obtainable, changing conditions of the industry, and other considerations, may cause the company to alter its educational method to-morrow. But as it is operated at present, it offers the least amount of danger to the company's interests and starts the new men in sales work under the most favorable conditions. It is not a "policy" adopted by the officers and then turned away from for the consideration of other things, but it is a part of the day's work by the sales manager himself. He devises a plan, he executes it, he lives in daily contact with it, and he makes the plan fit the man.

May the time speedily come when sales managers everywhere will realize that, the education of new men is a great deal more important to the future success of their business than the supervision of the regular force. Thus will the "coarse"-ness be taken out of the educational course and the "ail" out of new salesmen.



## *Sir Oliver Lodge*

Interviewed by Zoe Beckley  
exclusively for THE PEOPLE'S  
HOME JOURNAL, presents to  
the American public his latest  
revelations concerning the world  
engrossing question of com-  
munication with the dead.

### **In the February Issue**

This is the first of Miss Beckley's  
European articles.

**The People's Home Journal**  
NEW YORK

*For 35 Years the Magazine for Every Member of the Family*



# Consistent Farm

The more experienced an advertiser is, and the more store he puts by advertising, the more likely he is to mistrust spasmodic seasonal advertising, and advertise all the year around.

Almost without exception seasoned advertising men hold that to be the proper advertising policy. The older men among them remember when department stores practically ceased advertising in the summer. They remember when most general advertising was seasonal—directed to immediate sales.

They have seen those advertisers adopt a year around policy, because they found it paid better in the end.

As for the farmer, everybody knows that he does much of his most important buying during the summer. At every time of the year his farm paper is the first thing he reads—he always has time for that. And he is not so rushed all summer now-a-days as he used to be.

Our own experience with circulation advertising shows him to be especially responsive during the

**SPENCER, IND.**  
**FarmLife**





# Paper Advertising

summer. Some of our best circulation records have been made in the dog days.

Business you get then is especially valuable, because if there is any time of the year when you do not try for sales, you are letting your business come unevenly in seasonal peaks which overload you hopelessly at some seasons and leave you idle at others. This increases your costs and makes it more difficult to keep an organization together.

Efficient farm advertising is year 'round advertising.

Farm Life—the most national of farm papers—goes to 650,000 prosperous farm buyers. Its circulation is most general; its spirit most national. It is the *truly* national Farm Paper.

**THE FARM LIFE PUBLISHING COMPANY**

**THE JOHN M. BRANHAM COMPANY**

*Advertising Representatives*

New York    Chicago    Detroit    Atlanta    St. Louis

SPENCER, IND.  
**Farm Life**

## Frank A. Munsey Buys New York "Herald"

The newspaper properties of James Gordon Bennett, who died on May 14, 1918, have passed into the hands of Frank A. Munsey, owner of the New York Sun and Evening Sun and Baltimore News.

Announcement of the sale was made in the New York Herald on January 15 in the following words:

"To the Readers of The New York Herald:

"The New York Herald has passed into the hands of Mr. Frank A. Munsey, who has purchased all of the publishing interests of the late James Gordon Bennett, consisting of the New York Herald, the Evening Telegram and the Paris Edition of the New York Herald. Mr. Munsey will tell you in due time of his plans for these newspapers.

"RODMAN WANAMAKER,  
GUARANTY TRUST COMPANY,  
"Executors of the Estate of James Gordon Bennett."

The Herald in commenting on the sale said that Mr. Munsey had no partners in the undertaking.

Since the sale of the Bennett properties has been made known there has been much speculation regarding the disposition which Mr. Munsey would make of his newly acquired papers.

Mr. Munsey has made the following announcement, which appeared in The Sun on January 17:

"Concerning the Herald: While I have not yet gone very far in the matter of getting acquainted with the Herald from the inside of its office, I may say even now that so far as concerns any act of mine the name New York Herald is immortal. I am led to say this because of the extraordinary interest—the world-wide interest in fact—that has been manifested in the future of this newspaper.

"FRANK A. MUNSEY."

## Harry Hayward With Ayer Agency

Harry Hayward, recently dean of agriculture at Delaware College, and who during the war was director of the College of Agriculture in the A. E. F. University at Bochn, France, has joined the staff of N. W. Ayer & Son, advertising agency, Philadelphia. Mr. Hayward was at one time assistant chief of the dairy division, United States Department of Agriculture, and director of the dairy department at Pennsylvania State College.

## New Dallas Agency

The Mid-Continent Advertising Agency has been formed at Dallas, Tex., with the following officers: W. T. Pickering, president; R. B. Grove, vice-president; L. W. Chandler, secretary; F. K. Beebe, treasurer. Others associated in the company are E. W. Bateman and J. P. Dewey.

## Hearst Editors and Managers Meet

The editors and managers of the publications owned by William Randolph Hearst met in New York last week for sessions covering a period of three days. Mr. Hearst, Arthur Brisbane and other staff executives addressed the meetings, dwelling upon the value of the exchange of ideas and experiences.

Those in attendance included Mr. Hearst, E. M. Swasey and George Young, Los Angeles Examiner; C. S. Stanton and J. A. Callahan, San Francisco Examiner; J. A. Dickson, Chicago Herald and Examiner; Herman Black, Chicago American; and M. C. Meigs, Chicago Herald and Examiner and Chicago American; M. L. Annenberg and L. G. Nicolai, Milwaukee (Wis.) News; E. D. Shaw and Avery Marks, Washington Times; E. A. Westfall and John D. Bogart, Boston Advertiser and American; C. H. Tobey, Boston American; Buford Goodwin and W. M. Clemens, Atlanta Georgian-American; J. C. Dayton, New York Evening Journal; Walter G. Bryan, W. G. Woodward and E. L. Clifford, New York American; Joseph A. Moore, International Magazine Company, and Hugh E. Murray, general management Hearst publications; Marlin Pew, International News Service; George Hargreaves, Universal News Service; M. Koenigsberg, feature services.

## F. M. Feiker Heads Business Paper Editorial Conference

At the annual meeting for the election of officers of the Editorial Conference of the New York Business Publishers Association, Inc., held on January 13, F. M. Feiker, vice-president and chairman of the editorial board of the McGraw-Hill Company, Incorporated, New York, was elected chairman, and W. W. Macon, managing editor of Iron Age, secretary-treasurer. At this meeting, the following members were elected to the executive committee of the Conference: S. H. Ditchett, editor, Dry Goods Economist, chairman; V. E. Carrell, editor, Textile World Journal; E. J. Mehren, editor, Engineering News-Record; S. J. Rockwell, editor, Playthings; and S. N. Winter, associate editor, Railway Age.

## Golf Leaguers Hold Tournament

The Winter Golf League of Advertising Interests held its annual tournament at Pinhurst, N. C., last week. Roy Barnhill of the Frank A. Munsey Company, won the championship from T. Russell Brown, 5 up and 3 to play.

The annual election of officers occurred at a dinner held January 16, following the tournament and resulted as follows: President, W. E. Conklin; vice-president, Gilbert Hodges, Munsey's Magazine; secretary, Guy Pierce, The Independent; and treasurer, Howard Ruggles, of Ruggles & Brainerd.

# Electrical World

107<sup>th</sup> AVENUE AT 36<sup>th</sup> STREET, NEW YORK

CHICAGO CLEVELAND PHILADELPHIA SAN FRANCISCO DENVER LONDON

January 20, 1919.

Memo to Crafton B. Perkins, Promotion Manager.

From H. A. Lewis, Advertising Director, Electrical World.

These clippings illustrate what I said about the rapid growth of the electrical industry. I think you have the basis of an Electrical World advertisement right there. And don't forget to mention the big expansion in hydro-electric power that is in progress.

*H. A. Lewis*

**CINCINNATI, IND.**—The Hatfield Company has been awarded the contract for electrical work in connection with extensions to the plant of the J. T. Tire Company. The work will include the wiring of two new buildings and the installation of high-tension switchboards, as well as a complete electric motor equipment. The cost is estimated at \$120,000.

**THE GENERAL ELECTRIC COMPANY** has announced that it will erect a new branch factory in Decatur, Ind., the first one in the Central West, other than at Fort Wayne. The new plant is a one-story building, 200 x 300 feet and steel. It is planned to start operations March 1, 1920 and will be given to 500 persons.

**AUTOMATIC ELECTRIC FACTORY COMPANY, Berkeley, Cal.**, will on move into its new factory at 2927 Berry Street, this city. The new factory will give 7500 sq. ft. of factory space, and will also house electric hot-water plant and two large tanks. The cost of the new building is \$50,000.

**THE ANDERSON ELECTRIC SPECIALTY COMPANY, Chicago**, has for fifteen years commencing in 1904, a building containing 75,000 sq. ft. space, at 154-160 Wabash street. The company occupied only 1600 sq. ft. space three years ago, and its quarters contain 18,000 sq. ft. or more. The new building will be completed in eighteen months.

**JEWELL ELECTRICAL INSTRUMENT COMPANY, CHICAGO, ILL.**, is starting a new factory.

**CLEVELAND, OHIO.**—Preparations are being made by the Dayton Power & Light Co. to double the output of Miller's Ford on the Great River. Orders, it is understood, have been placed for a 30,000-hp. steam turbine and two large tanks. A smokestack will be erected. The proposed work is estimated at \$800,000. O. H. Hutz is general manager.

**THE WAGNER FACTORY COMPANY** has planned a new factory in St. Louis, Mo., for making small motors. The concrete construction will be used. The building is to be 400 ft. by 60 ft. and will have six stories and a central station for power. The contract has been awarded to J. E. Reimford.

**TUBULAR WOVEN FABRIC COMPANY, Pawtucket, R. I.**, proposes the erection of a new two- and four-story plant, which will cost about \$200,000 equipped.

THE electrical industry is going ahead by leaps and bounds. Almost over night some of its branches have doubled—some have even quadrupled—their output. And here's why:

1. Manufacturers generally are oversold—some 6 months to 2 years.

2. Expansion and speeded production are being pushed to take care of the situation.

3. The natural result is a tremendous demand for electric power and equipment, with the recent coal strike and the fuel-economy, dependability and flexibility of central service as powerful arguments.

4. This, in turn, is forcing a nation-wide development of hydro-electric power for which \$500,000,000 will be spent in the next three years.



**The 33% circulation growth of the Electrical World—from 19,022 (A. B. C.) to 25,310 within the past six months—reflects its close connection with this great industry which it so adequately serves; as one grows, so must the other.**

It is really five papers in one, serving:

- (1) Managers and executives of the central stations
- (2) Operating officials and engineers of the central stations
- (3) Consulting engineers of the industry and educational institutions
- (4) Electrical engineers in industrial plants
- (5) Electrical business men and bankers

—all determining factors in the buying of electrical equipment—power plants and fuses, turbo-



generator-sets and dry batteries, substations and insulators—in ever increasing quantities, all depending directly on the editorial and advertising pages of this "Voice of the Electrical Industry" for help in meeting new problems and in choosing the new equipment best suited to their needs.

## ELECTRICAL WORLD

One of the McGraw-Hill Publications

**McGRAW-HILL COMPANY, Inc.**  
Tenth Avenue at 36th Street, New York

### The McGraw-Hill Electrical Trio

The Journal of Electricity will combine the service of the other two publications with reference to the special geographical and trade conditions west of the Rockies.

The Electrical World is read wherever electricity is generated or distributed, and deals with the national problems of the engineer, the manufacturer, the central station and the business man of the electrical industry.

Electrical Merchandising has been the leader in developing a retail electrical trade; it is the promoter of principles and methods in the sale of electrical appliances, and the application of electrical service to the home, the factory and the farm.



# Copy Rules That Are Made to Be Broken

Mr. Marsh and Mr. President, You Are Both Right

By W. A. McDermid

Sales Manager, The Mennen Company

MR. MARSH, let me present the president of a manufacturing company. Mr. President, this is Mr. P. K. Marsh. You men ought to know each other better.

What's that? You know the gentleman? You've just been having an argument with him? Oh, yes, you mean those articles in last week's **PRINTERS' INK**.

I suppose you think you finished up a long way apart—sort of "diametrically opposed," or something like that. But to the innocent bystander, a friend of you both, it looks as if you both were right.

When a man has only a little time, or a little space, to put over an idea, in a discussion which has many shades of opinion involved, he is almost bound to say some things he doesn't exactly mean. He takes an extreme position because he hasn't the chance to qualify it with enough accuracy.

If everybody started with the same set of facts, and could agree on definitions; if words carried the same shades of meaning to all of us—there'd be few arguments.

You fellows *almost* reached the same conclusion—but neither of you followed clear through. Another thousand words might have done it. I'll bet that you can't discuss it personally for ten minutes and not find that you think the same way about copy.

I have been trying to find some kind of a test—a sort of reagent—that can be applied to questions like this, and in fact, to our thinking about almost everything. The nearest I have been able to come to it is the word "tolerance." We are all apt to be too intolerant, too arbitrary, too partisan, too impatient of the other view. We forget that the exception to the

rule can destroy plans or achieve signal success.

Here's this mooted question of copy criticism. If criticism is intolerant and sweeping; if it is carried beyond its proper limitations, it is, as you say, Mr. President, the most futile of human endeavors. And yet we know that it has value. I wonder if the three of us can agree as to when and where.

## BENEFITS FROM COPY STUDYING

Let's see if you will quarrel with the proposition that *any* discussion of copy accomplishes a good result because it continues to focus attention on the matter of copy. It may be ever so superficial, or unfair, but in the very irritation and exasperation it arouses it has caused our gray matter to function on a part of advertising which is continually in danger of neglect. Again and again, in this welter of "merchandising," "consumer-acceptance" and other sonorous, polysyllabic words, we must bring ourselves back to first principles, and see the copy problem from a new and ever-changing viewpoint.

Won't you agree, Mr. Marsh, that one kind of "lazy copy" may trace back to a lack of proper interest in copy? (You see how I have to qualify your term because we define "lazy copy" differently.) I thank you.

This continual revival of critical thought has an important effect when we come to check up its ultimate result. And yet if that were the only function of copy criticism, it would be too negative.

I am reminded of the boyhood experience of a former business associate. His teacher in public school asked him one day to write



a criticism of Shakespeare. The word criticism meant only one thing to him—"adverse comment." So he went at it.

And yet we know that adverse criticism is by no means purely destructive—contrary to a somewhat generally held opinion. It is not even necessary, in order to be constructive, to say, "This is how it might be done." The reader's mind instinctively supplies that in many instances.

Mr. Marsh, you cite an appalling array of copy weaknesses, which include "glittering generalities," trite and emasculated expressions, even bad English or clumsy construction. I do not understand that Mr. President defends these. I get it that he agrees with you that these things should come in for pitiless publicity and destruction.

Have we reached another point of agreement—that a legitimate function of copy criticism may be to call attention to this kind of errors in the style of our advertising craftsmen? One of the curiosities of literature is the document that seeks out the lapses in the classics, the anachronisms and the occasional solecism. These do not affect the standing of the masterpiece, but are they not a guide and an inspiration to the budding writer?

If we can now agree on a temporary and crude definition of advertising as "mass selling"—in the sense that the appeal of its thought is to people in the aggregate rather than to some individual—I would submit to you, gentlemen, a third function of copy criticism.

Since words mean different things to different people, the copy writer is confronted with this among his many other problems—that he must so select from his array of words, and so arrange them, that his audience will understand the thing he had in mind to convey.

The "myriad-minded" Shakespeare, writing for all time and all classes, had this universality of appeal to the nth power. And since our copy-writers are not

Shakespeares, they will continue to work within the normal limitations reserved for those who are not immortal geniuses.

When, therefore, they have selected words which to them convey a certain meaning to a certain class of readers, they are under obligation to the critic who points out, in due friendliness, that some of these words mean something else to him and his friends. The advice may be disregarded: there may be outstanding reasons, unknown to the critic, why the original must be retained, but the writer's knowledge of the human mind, and of the ways of words in our speech, has increased to his profit and to that of his employer.

#### WHOSE SAY-SO IS FINAL?

At what point, then, does copy criticism become futile? At the point, it seems to me, when it becomes intolerant; when it begins to generalize; when it begins to lay down arbitrary, dogmatic rules and says with a lofty disregard for all the facts in the case: "This is good copy and this is bad."

Forgive me if I in turn become intolerant, and say that the attempt to single out a type of copy, label it Minnesota, or New England, or otherwise inject a sectional atmosphere, and comment on it en masse, is utterly profitless.

I wonder how many advertising men have discovered in Kipling a vast amount of philosophy bearing on advertising thought of this kind. Let's turn to "Evarra and His Gods" and read how man created his gods and on them wrote:

"... Thus Gods are made  
And whoso makes them otherwise  
shall die."

I won't spoil your pleasure in this poem by telling the whole story.

It is the attempt to lay down too sweeping and all-inclusive rules, and on too limited information, that brings copy criticism into disrepute.

Mr. Marsh does not, as I read him, really undertake to say that all copy should be written to pro-

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duce a mental jolt through deliberated vividness of phrase, regardless of purpose. Nor, on the other hand, does Mr. President assume that copy cannot be sincere without being commonplace. Yet it is pitifully easy to accuse these men of harboring various opinions by reading between the lines, and into the context, all sorts of gratuitous conclusions. Just so will it be possible to imply from this halting attempt at conciliation a number of opinions completely foreign to me.

Saunders Norvell, master salesman himself, tells a story of salesmanship that is pertinent. A friend asked him to give an interview to an insurance salesman. Meeting the friend later, he asked, "Why in the world did you send that man to me?"

"What makes you ask?" inquired his friend.

"Why, the poor fellow seems to be so out of place. He looks like an innocent farmer boy just breaking into a mighty hard business. He stumbled through his talk in a halting kind of way that made me feel very sorry for him. The main thing about him was his sincerity: I somehow felt that he was dependable. Some of his competitors have been so smooth and assured that I haven't felt that way about them."

"Did you buy any insurance?" asked his friend.

"Yes, I did," said Mr. Norvell. "I felt sorry for the chap."

His friend laughed heartily. "Would it surprise you to know," he asked, "that your poor, simple, unpolished victim of a cruel world writes one of the largest volumes of insurance in his entire company? There are other people who find him sincere and dependable, and feel sorry for him."

Now there are rules for salesmanship—good rules, beaten out on the anvil of time by the hammer of experience; rules that will profit every man who studies and absorbs them. I do not know what would happen if some superman came along and unflinchingly observed all the rules. I do know that men are able to disre-

gard many of these rules and win. The only rules which seem to me to be inexorable, and which cannot be violated with impunity, are certain that are based on what has been called "natural law."

We do not know all there is to natural law. If we did, we would discard our present feeble attempts—the reflection of our bad guesses at the truth—and work within a few fundamental limits. In the meantime, the rules are good, because they give us temporary standards and bring us a little closer to the truth.

#### RULES TO BE VIOLATED

If there were laid down tomorrow a code of rules for advertising copy, evolved from the mass of discussion which we have had for years, and all advertising began to conform itself rigidly to these rules, I am afraid I should stay up late trying to find a style of copy which would violate a great many of them.

Perhaps I am again attempting to read into other men's words an artificial reading, but it has seemed that there is an underlying reason for the attempts we make to lay down rules. Our national craze for legislation is another expression of it. Congress is trying to-day to control the cost of living by legislative prohibition rather than through the working of economic law. But this isn't a political discussion even for purposes of illustration.

What it seems to me that we are trying to do is to get at a philosophy of criticism as a final result, rather than merely technical standards of criticism. It is in the interpretation of laws that men differ and lawyers profit. If we can achieve a philosophy—a habit of thought—we can apply it with some definiteness and uniformity to all our problems.

I have suggested the word "tolerance." Let's go back to Kipling, and passing over his great poem on criticism, "The Conundrum of the Workshops," let's take a look at "In the Neolithic Age." It would be worth quoting

in its entirety, but you will enjoy getting down R.K.'s "Collected Verse" and browsing through it. This much will suffice:

"Still a cultured Christian age sees us scuffle, squeak and rage.

Still we pinch and slap and jabber, scratch and dirk;

Still we let our business slide—as we dropped the half-dressed hide—

To show a fellow-savage how to work—

Still the world is wondrous large,—seven seas from marge to marge—

And it holds a vast of various kinds of man:

And the wildest dreams of Kew are the facts of Khatmandu, And the crimes of Clapham chaste in Martaban.

Here's my wisdom for your use, as I learned it when the moose And the reindeer roared where Paris roars to-night;

There are nine and sixty ways of constructing tribal lays,

And—every—single—one—of them—is—right!"

P. S.—I wonder why I let my business slide to write this. Is it because the peace-makers are blessed, or can I find the real reason in Kipling?

### Dry Goods Wholesalers to Advertise

THAT the wholesaler has a definite place in business life and a useful economic function to perform in the distribution of goods, is to be the subject of an educational advertising campaign on behalf of the wholesalers of dry-goods, according to a resolution adopted at the sixteenth annual meeting of the National Wholesale Dry Goods Association in the Waldorf-Astoria Hotel, New York City, on January 15.

This campaign will seek to reach the retailers' merchandise managers and proprietors of department stores.

The Association took this action by unanimously approving the re-

port of the committee appointed last year by the Jobbers' Association of Knit Goods Buyers, one of its auxiliaries, which presented an outline of a plan under which \$40,000 should be spent annually in an educational movement of this nature.

The plan will be financed by individual members on a volunteer basis, the amount of their contribution being in proportion to their volume of business. The mediums to be relied upon will be the business papers and a considerable amount of direct advertising, together with educational work among the wholesalers' sales forces. It is intended by this means that the necessity of the wholesaler may be definitely established so as to offset the propaganda of manufacturers who sell direct to the retail trade.

The contrary vote of two members prevented the Jobbers' Association of Knit Goods Buyers, which held its annual meeting in conjunction with the convention of the Wholesale Dry Goods' Association, from endorsing the advertising plan when presented to it. Most of those present favored the campaign, but the two opposing votes blocked action.

### New Copy Chief for Wood, Putnam & Wood

H. M. Dodge has been appointed copy chief for the Wood, Putnam & Wood Co., Boston advertising agency. He entered the advertising business fifteen years ago as a copy writer for this agency. Recently he was assistant to the copy director of Street & Finney, Inc., New York, and for two and one-half years was manager of copy and service for the Atlas Advertising Agency, Inc., also of New York.

### New Agency in New York

William J. Bryan, recently with Maclay & Mullally, Inc., advertising agency, New York, and who before engaging in advertising work was the owner of a department store at White Plains, N. Y., being for a number of years engaged in retail merchandising, has established the William J. Bryan advertising agency, New York.

### New Name for Chicago Agency

The advertising agency of Benson, Campbell & Slaten, Chicago, has changed its name to Benson, Gamble & Slaten.

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*Try it out in Representative Milwaukee*

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## A Car for Every 4 $\frac{3}{4}$ Families

Milwaukee's half a million population owns 23,684 passenger automobiles—a car for every 21 persons or, on the basis of 4.5 persons per family, one car to every 4 $\frac{3}{4}$  families. Think of the accessories in daily demand.

To the manufacturer of automobiles and accessories, Milwaukee presents a particularly worth-while and profitable market—not only because of the increasing demand for pleasure cars and all that goes with them, but because one newspaper thoroughly covers the field. The Milwaukee Journal is read seven days each week in four out of five of the English speaking homes of the city.

In 1919 The Journal printed 433,570 lines of automobile advertising or 86,008 lines more than the second paper and 61,453 lines more than the third and fourth Milwaukee papers combined.

Ask us about the Milwaukee Market.

## *The Milwaukee Journal*

HARRY J. GRANT, Pub.

R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representative

New York

Chicago

London Office: 34 Norfolk Street, Strand, London, W. C. 2

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# Department Store Advertisers Know

Department store advertisers are on the ground. They know conditions—they know newspapers. They check results from day to day and base their selection of media on their own proven records.

Year after year the leading dry goods and department stores of Chicago have consistently used more space in The Daily News than in any other Chicago paper. Why? Because they know The Daily News produces the greatest volume of business at the minimum cost.

These advertisers base their selection of The Daily News on knowledge—not guess work; on practical results—not theoretical assumptions.

For Department Stores in Chicago Papers, January 1, 1919, to January 1, 1920

	Daily News	Tribune	Sunday	Herald-Examiner	Post	American	Journal
Rothschild & Co. ....	551,948	58,730	264,816	39,725	22,758	335,364	278,295
Boston Store .....	459,004	11,175	174,127	243,601			
				63,083			

These advertisers base their section on practical results—not theoretical assumptions. edge—not guess work; on practical results—not theoretical assumptions.

Department Stores in Chicago Papers, January 1, 1919, to January 1, 1920

	Tribune		Herald-Examiner		Post	American	Journal
	Daily	Sunday	Daily	Sunday			
Rothschild & Co.	551,948	58,730	39,725	243,601	22,738	333,364	278,295
Boston Store	459,004	11,175	63,983	163,371	20,979	227,922	288,968
The Fair	500,971	104,371	88,814	200,635	65,987	355,107	321,571
Mandel Brothers	447,473	301,436	95,534	88,683	138,751	127,268	218,854
Carson Pirie Scott & Co.	334,244	375,510	164,221	.....	88,476	124,352	58,742
M. L. Rothschild	303,758	367,615	121,470	.....	5,257	125,964	90,528
Marshall Field & Co.	355,697	436,777	329,905	.....	437,288	326,259	295,044
W. A. Wieboldt	318,819	1,162	85,035	.....	.....	136,177	.....
The Hub	279,694	212,350	68,998	1,240	.....	238,717	78,080
Hillman & Co.	283,371	5,930	131,700	167,840	34,674	18,574	.....
Chas. A. Stevens & Bros.	161,291	178,129	5,320	120,960	.....	.....	.....
L. Klein	145,387	119,037	15,805	44,629	8,648	24,694	8,442
Twelfth St. Store	105,749	6,377	260	4,786	.....	.....	.....
Iverson	90,234	.....	.....	.....	.....	.....	.....
Louis Weber	32,291	.....	.....	14,215	.....	.....	.....
Loren Miller	9,386	1,107	513	2,427	.....	.....	.....
Becker Ryan & Co.	9,437	104	.....	8,608	.....	.....	.....
Total	4,388,754	2,060,773	1,308,460	1,094,630	822,848	2,038,398	1,638,524

### THE DAILY NEWS PRINTED

2,327,981 more lines than the next morning paper. 1,233,351 more lines than all morning papers combined.  
 1,350,356 more lines than the next evening paper. 2,043,172 more lines than all Sunday papers combined.  
 1,019,521 more lines than the next daily and Sunday paper combined.

## THE DAILY NEWS

*First in Chicago*

# Do you use Catalogs —or Booklets?

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If so, what, when,  
and how many?

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*If* you want to take the guess-work out of your buying, write us this information, or send for one of our salesmen and tell him.

We are doing the sort of printing that everyone is looking for, but not always finding.

## CHARLES FRANCIS P R E S S

Telephone  
Greeley  
3210

PRINTING CRAFTS BUILDING  
461 EIGHTH AVENUE, NEW YORK

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# Interchurch World Movement to Advertise Nationally

Great Co-operative Effort Will Use Many Mediums in Plan to "Church the Country"

AT the recent World Survey Conference of the Interchurch World Movement at Atlantic City plans were approved for a national advertising campaign to be launched this spring. Virtually all the advertising devices of proved effectiveness will be employed, at a total cost of probably \$1,000,000. It is proposed to invest from \$300,000 to \$400,000 of this sum in newspaper and periodical advertising. Besides this, posters, circulars, booklets, display cards, exhibits and numerous other mediums will be used.

The aim of the campaign will be to acquaint the nation with the facts based on the world survey recently completed by the Interchurch organization. This survey included work among the home missions both in city and country, in foreign missions, in the educational field, among hospitals and other benevolent institutions, in industrial relations, and among the churches and ministers themselves. The secular as well as the religious needs of humanity will be proclaimed, all the advertising being based on a scientific plan of "churching the country."

The campaign will be carried out under the supervision of C. S. Clarke, of the Interchurch World Movement, whose offices are at 222 Fourth Avenue, New York, who will have the aid and counsel of the two advertising agencies of Joseph Richards Co., Inc., and Barton, Durstine & Osborn, Inc., which will co-operate with each other in planning, producing and placing the advertising.

The advertising programme will be a step toward the realization of the broad plans of the World Movement, which has already completed the stages of organization and preparation. This movement had its immediate rise in the conference of 135 representatives

of home and foreign mission boards in New York on December 17, 1918, which met to consider some form of church co-operation. It was agreed at this time that the time was ripe for the working bodies of the various evangelical denominations so to relate their activities as to present a united front to the world. A committee of twenty was appointed to outline a plan of church co-operation and to present it to the denominational and interdenominational boards that were to meet the following month. The purpose of the movement, as defined by this committee, was "to present a unified programme of Christian service and to unite the evangelical churches of North America in the performance of their common task, thus making available the values of spiritual power which come from unity and co-ordinated Christian effort, and meeting the unique opportunities of the new era."

## PRELIMINARY TO THE ADVERTISING

In January, 1919, a meeting of six joint boards endorsed the plan and their action was approved by more than sixty denominational boards and interdenominational agencies.

The preliminary steps in the organization of the Interchurch World Movement culminated at the Interboard Conference at Cleveland, April 29-30, and May 1, 1919. It was representative of the majority of the official denominational boards and societies of the United States and was attended by more than 500 men and women connected with home and foreign missionary work and benevolent boards of the evangelical churches of North America.

The findings committee brought in a report which summarized the aims and ideals of the movement. It declared "that the Interchurch

World Movement is a co-operative effort of the missionary, educational and other benevolent agencies of the evangelical churches of the United States and Canada to secure the necessary resources of men and money and power required for these tasks (i. e., the missionary and evangelistic tasks previously defined); that it is a spiritual undertaking of survey, education and inspiration; that it is an instrumentality of co-operation and co-ordination of administrative agencies, designed to serve and not to supplant them."

In effect, the proposed campaign of the Interchurch World Movement is not greatly unlike that planned by commercial concerns. It has surveyed its field, decided upon its market, obtained the necessary preliminary distribution, and hence there only remains a broad advertising campaign.

### Greig & Ward Agency Reorganized

Greig & Glover, Inc., advertising agency, Chicago, has discontinued business, John H. Glover retiring. The remaining members of this organization have joined Greig & Ward, Inc., advertising agency, Chicago, the service personnel of which now includes Carlisle N. Greig, James Ashton Greig, Irwin Spear, Walt Bloeser, O. R. Elifson, Donald L. MacDonald, C. Brooks Middleton and Gerald H. Lapiner. Mr. Bloeser, recently with the Chicago Tribune and Lord & Thomas, advertising agency, Chicago, will be promotion manager, and Mr. Spear will continue in charge of the production departments.

### Lee Rosier With Redfield Agency

Lee Rosier has become connected with the Redfield Advertising Agency, Inc., New York, as a general account supervisor and assistant to the president, C. Snowden Redfield. Mr. Rosier was formerly with the Collins Publicity Service, Philadelphia, and before that was with the Campbell-Ewald Company, Detroit.

### Mortimer Lowell With Croot & Denhard, Inc.

Mortimer Lowell, who has been associated with the Harry Porter Co., Inc., New York, in the copy and service department, has become a member of the department of plans, copy and service of Croot & Denhard, Inc., New York.

### Ketchum and Blake With Capper Publications

Charles R. Ketchum, for the past twenty-six and a half years connected with the *St. Louis Republic*, has become associated with the Capper publications of Topeka, Kansas, in the capacity of advertising manager of *Capper's Weekly*. From 1906 to 1915, inclusive, Mr. Ketchum had charge of the circulation department of *The Twice a Week Republic* and *Farm Progress*. In 1916-17 he was assistant advertising manager of the daily and Sunday *Republic*. In 1918 he was appointed manager of *The Twice a Week Republic*, combining both circulation and advertising positions. He served in this capacity for two years.

H. S. Blake has been made director of circulation of the Capper Publications. For the last year he has acted as director of circulation for the *Kansas City Journal*, *Weekly Journal* and *Missouri and Kansas Farmer*.

### B. G. Koether, An Officer of Hyatt Co.

After eighteen years of service with the Hyatt Roller Bearing Co., Newark, N. J., B. G. Koether has been promoted to the vice-presidency of the organization and will leave Detroit in a short time for Harrison, N. J., where he will have his headquarters as head of the entire sales and advertising departments of the company.

Mr. Koether was assistant sales manager of the company at Harrison, N. J., when he was promoted to sales manager ten years ago and went to Detroit to take up his new duties.

### Bernard L. Cohn Becomes General Manager

Bernard L. Cohn, for the past five years business manager of the Memphis, Tenn., *News Scimitar*, has been appointed general manager of the paper. Mr. Cohn was Sunday editor and dramatic critic when he first went with the *News Scimitar*, and after that was successively advertising solicitor and advertising manager.

### Louis G. Vogel Represents "The American Motorist"

Louis G. Vogel has been appointed Western advertising manager of *The American Motorist*, Washington, D. C. Mr. Vogel will have his headquarters at Detroit and will be in charge of all territory west of Buffalo.

### Caldwell-Burnet Agency Dissolved

The Caldwell-Burnet Corporation, New York, an advertising organization formed for the purpose of engaging in advertising in foreign countries, especially in the South American countries, has been dissolved.

# Your Salesmen's Future Earnings

How Do You Propose to Adjust Your Salesmen's Incomes When Lower Prices Reduce Total Gross Sales?

By Roy B. Simpson

"WHAT am I going to do when prices again become normal? I guess I'll be up against it," said a well-known clothing salesman to the writer a few days ago. We were talking about general conditions throughout the country and particularly in his territory.

This salesman, whom we will designate as John Hackett, sold clothing amounting, in round figures, to \$400,000 in his territory during the last year. He works on a commission of 8 per cent and pays his own expenses.

He has doubled his business in four years and this means that he has doubled his income. As a result he has increased his standard of living. He is wondering what would happen to him if prices should suddenly be readjusted downward to the level of four years ago.

Let's analyze this particular case for the benefit of a multitude of sales managers whose men are probably thinking about the same thing that our friend Hackett is thinking about. Many of them foresee the time when lower prices will cut into their income unless their sales are largely increased.

Hackett is traveling a rich territory in the Southwest. He is strong with his customers and 90 per cent of them buy all their clothing from him. They would buy more than he is now selling them, but his firm cannot deliver more.

While Hackett's business in dollars and cents has just about doubled in four years, he has not materially increased the number of garments used in his territory. This is due to the scarcity of piece goods and shorter hours for labor. It has been impossible for his firm to make all the goods they could sell, therefore the same number of dozens delivered to-day that

were delivered four years ago means double the money volume of business, simply because prices have doubled.

A popular blue serge suit which was sold by Hackett four years ago at \$10 wholesale is to-day sold for \$20. Ten thousand of these suits during the summer season four years ago meant \$100,000 in business and \$8,000 in commissions for Hackett. The same number of suits the past season figured \$200,000 in sales and \$16,000 in commissions.

It is easy to see why Hackett is worried. Like many other salesmen, he has increased his standard of living and it is going to be pretty hard for him to readjust himself to a point where he might possibly have to live on half the income that he now enjoys.

Furthermore, Hackett and thousands of others like him know that they are not selling merchandise. They are taking orders. The demand for merchandise of every class and grade has been so great that merchandise is now bought and not sold.

## THE ANSWER IN THIS CASE IS ADVERTISING

When demand greatly exceeds supply the consumer becomes an aggressive buyer. It is only when production keeps pace with or exceeds the demand that the producer becomes an aggressive seller. Many sales managers believe that the time will soon come when competition will again be keen. The men in the field will be mercilessly driven to get new business.

These are some of the reasons why we are deeply concerned about the future earning capacity of our traveling salesmen. They are vital units in our machinery of distribution. They must go ahead. They will not do their

best work if their earning capacity is curtailed.

Hackett's problem is going to be solved by his firm—a manufacturing concern which has been in business for fifteen years and whose advertising has been limited. The line is a good one and its quality is highly appreciated.

As soon as this institution can get piece goods in such volume as it can easily convert into finished product, production will be quickly increased and then its salesmen are going to give up 2 per cent, or one-fourth of their commissions, for national advertising. Hackett himself suggested this scheme. He said: "I can easily double my business at the pre-war prices, or even at the present prices, if I had an advertising campaign costing only 2 per cent of my present volume of sales."

There is no doubt that a large number of manufacturers who have done little or no constructive advertising during the past five or ten years will think of an advertising campaign as a panacea for their troubles. Good advertising will help and keep a salesman satisfied when prices begin to go off, but it will not make up any salesman's loss unless the campaign itself is thoroughly merchandised and sold to both the salesmen and their dealers.

A large hat concern which travels forty salesmen is planning a bonus system for its men when a drop in prices causes an appreciable reduction in their income. An official of this firm, while unwilling to predict lower prices, knows that it is inevitable. There must be a readjustment downward as soon as production speeds up, as it will when the general unrest subsides.

He doesn't look for it this year, but he believes that by the time his men are ready to go out on their spring trip of 1921 it will be necessary to give them something more in the way of compensation.

The present compensation of these men is based on their sales. If hat prices should decline only

10 per cent, the income of these men would be affected to such an extent that it would cause great distress. It is to prevent such a thing that the officials of this concern are planning either to increase the commission paid their salesmen, or give them a substantial bonus on sales above their quota for each season.

It is believed that when the readjustment of prices downward is started, the traveling salesman will feel it sooner than anyone else. Many lines of merchandise sold through retailers have increased in price 25 to 100 per cent and in some cases more than this during the last four or five years. There are a lot of Hacketts among the million commercial travelers and they are thinking very seriously about what is going to happen to them when their sales begin to drop off in dollars and cents.

This is a serious question. It cannot be answered in a single short article. The solution of the problem is a job for the sales managers of America. An open forum discussion of this matter in the columns of *PRINTERS' INK* would be helpful to those of us who are endeavoring to develop a sound and acceptable policy.

### Printers' Strike the Cause of These Kind Words

GAINSBOROUGH, ENGLAND,  
November 10, 1919.

Editor of *PRINTERS' INK*:

*PRINTERS' INK* is so unaccompanied. So alone, so individual, so unique—that one dare not send even a grousing letter in the ordinary way.

At the risk of boring you to death I am obliged to express appreciation of your fine journal as a prefix to telling you that you've neglected to send it to me for the last month.

*PRINTERS' INK* has long since ceased to be my bible. It has come to supplant my football articles. So, since I could not use its pages, I did what was left and became a yearly subscriber.

Alas, gentlemen, my love does not change with absence. I still watch for the postman with the little brown envelope.

But, as I say, *PRINTERS' INK* for the last month has been "as a star that dwells apart."

Now is the winter of our discontent. What can you do about it?

J. H. Tonn.



## "except in Indianapolis"

[ This is the way they make  
up advertising schedules ]

"SUNDAY newspapers everywhere." This is the way the order starts for many a campaign. "Wait a minute. You will have to make *that exception* in Indianapolis. Use The News. The Indianapolis Radius is Indianapolis News territory."

It is the same with office appliance advertising. On the two pages shown in the illustration above there are four strictly men's appeal accounts. Yawman & Erbe Filing Devices, Kuppenheimer Clothes, Noiseless Typewriter and Hart Schaffner & Marx. These are usually morning paper accounts. *Except* in Indianapolis. The News is the must paper of Indianapolis.

*The Convention of the A. A. C. of W. will be  
held at Indianapolis, June 6 to 10*

# The Indianapolis News

*Largest Evening 3c Circulation in America*

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

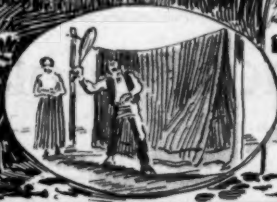
USE NEWSPAPERS ON A THREE-YEAR BASIS

VOL. XXXII  
NO. 5

# Household Number COMFORT

The Key to Happiness and Success  
in over a Million and a Quarter Homes

And gently came the fair young queen  
O'er mountain, dale and dell,  
And where her golden light was seen  
An emerald shadow fell.  
The good-wife opened the window wide,  
The good-man spanned his plow;  
'Tis time to run, 'tis time to ride,  
For Spring is with us now.  
—Bland.

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reserWALTER  
New York



**T**EN DAYS before the closing date of our February issue we wired our advertising representatives:

**"Available space all sold.  
Can accept no more ad-  
vertising for February."**

The "no-more-space" sign will doubtless be hung out again before the March Household Number closes. This issue will be the largest we can handle with our mechanical equipment—but it can accommodate just so many pages of advertising AND NO MORE.

Unless you wish to share the fate of those advertisers who were left out of the February issue, which carried 83% more advertising than any previous February, we advise that you wire your reservations today for the

## **March Household Number**

**W. H. GANNETT, Pub., Inc.,**  
Augusta, Maine

WALTER B. JENKINS, Jr., Representative  
New York Office: 1628 Arabian Hall

FRANK H. THOMAS, Representative  
Chicago Office: 1635 Marquette Bldg.



# LIVE STOCK ADVERTISING AGAIN DEMONSTRATES LEADERSHIP

The following figures show the total volume of advertising of pure-bred live stock carried by Minnesota farm papers in 1919:

The Farmer.....	284,317 agate lines
Second Minnesota Farm Paper .....	59,195 agate lines
Third Minnesota Farm Paper .....	18,926 agate lines

These figures again demonstrate the fact that The Farmer is the one publication in Minnesota which can successfully sell pure-bred live stock, which is another way of saying that it is the one paper which reaches the kind of farmers who are growing pure-bred live stock, or are improving their herds. Good live stock farmers are the only permanently successful farmers in the Northwest, as in every other section of the United States. You can reach most of them through the Farmer.

## THE FARMER

A Journal of Agriculture

WEBB PUBLISHING COMPANY, PUBLISHERS  
ST. PAUL, MINNESOTA

Western Representatives,  
STANDARD FARM PAPERS,  
Inc.,

1341 Conway Building,  
Chicago, Ill.



Eastern Representatives,  
WALLACE C. RICHARDSON,  
Inc.,

381 Fourth Avenue,  
New York City.

MEMBERS AUDIT BUREAU OF CIRCULATIONS

# Butter Makers Find Neglected Market Right at Home

New Plan of Distribution Worked Out as Service by Manufacturers of Creamery Machinery

**E**RRORS in distribution are responsible for a considerable part of the high cost of living. These errors have crept into the modern system of doing business because advertising has not been permitted to work its way. The astonishing disregard or ignorance of the powers of advertising to place goods into the hands of consumers naturally and economically is caused to some extent, no doubt, by the failure of the advertising men themselves to get right down into the proposition of distribution and to give it the study it deserves outside of the mechanical processes of copy and layout.

Many a comparatively small manufacturer to-day is distributing his product along what he conceives to be the line of least resistance when as a matter of fact the thing is being done in the most roundabout, expensive and unprofitable way. Such distribution may be a trifle easier for the manufacturer at the outset but he is really transferring the work—and also a good part of the profits—to others. The result is that the ultimate selling price is kept up at a figure out of all proportion to the profit gained by the man who makes the goods.

A butter maker in a town near Chicago had long been distributing his entire product through Chicago commission men. Every pound he made was sent to a couple of commission houses. On the other hand the retail grocers and others who sold butter in this manufacturer's town got their butter from Chicago—from the same commission men. In this way the local retailers handled some of the butter that was made in their town and some from other dairies. It surely is the height of something or other for a grocer to send to Chicago for butter that is made right in his home town. These

things are absolutely incomprehensible to the layman. Yet they exist. Many instances more flagrant than this can be cited.

First there was a freight charge to get the butter to Chicago. Then there was the jobber's commission. Next came the freight charge to get it back to the town where it was made. Thus the laid down cost to the dealer included some totally unnecessary charges and profits that had to be included in his selling price. This meant a higher price for the butter or just that much less profit.

## WHY NEEDLESSLY PENALIZE THE HOME MARKET?

The proposition impressed the butter manufacturer as being all wrong. Yet for several years he went ahead with it—partly because of precedent and partly because he lacked knowledge of advertising and selling. Just as has been indicated several times of late in **PRINTERS' INK**, the making of an article is one thing and the selling of it is another. A producer may have the manufacturing end down to such a fine point that he can make his article with the utmost economy and efficiency, only to throw away all or part of this advantage through faulty and costly distribution. His scheme of operation is top-heavy and is conducted with too little regard for the inexorable law that the profit on a thing is not made until it is in the hands of the consumer. He is fortunate, indeed, if he can have business relations with some concern that is interested enough in his success to give him the benefit of sound advertising help and selling counsel. This kind of help is at the disposal of the retailer. But some manufacturers, on account of the very nature of things, are dependent upon what they know themselves or upon what they can find out

through their own activities and resources.

The butter maker in question solved his problem through taking it up with the Creamery Package Manufacturing Co., which has headquarters in Chicago and sales offices in ten other American cities. This company has a service plan which is unique in that it attempts to do for manufacturers what the manufacturer usually tries to do for the retailer. It makes creamery machinery, refrigerating systems, cheese making and ice cream making machinery, appliances for handling milk and cream and dairy supplies in general. Naturally enough when the creamery, cheese factory or ice cream plant flourishes, the Creamery Package Company's prosperity is enhanced just that much. It takes a little vision to see a thing of this kind. The advertising help not applying directly to the concern's own products is of the far-seeing, bread-cast-on-the-water type. But it brings home the results just the same.

The service department of this concern at once took up the butter maker's difficulties and mapped out for him an intensified, local advertising and selling campaign with the object of selling butter direct to the grocers of his town and the surrounding territory. The campaign at this writing has got fairly under way and the results bid fair to be all that could be desired.

#### NO DIRECT BENEFIT TO THE COMPANY

There is so little to the campaign that it is a wonder the butter man did not think of it himself. Part of it is an appeal directly to consumers, creating good will for the product. Then there is some direct-mail work to dealers followed up by personal calls. The dealer will be given help in the matter of window and interior displays. The spirit of local pride will be appealed to in the matter of building up the home industry.

In other words, it merely is a case of the manufacturer having

good butter to sell and of telling the news about it in a way that will make the people buy it. Yet there are advertising men who persist in surrounding a logical proposition of this kind with so much mystery that manufacturers are literally scared away from advertising their goods.

The way this thing is working out, the butter manufacturer can, if he wishes, lower the price of his product, as he is saving quite a number of hundreds of dollars each month that formerly went to commission men. In any event, both he and his local dealers can get more profit.

Here is another outstanding feature of this butter maker's experience that deserves at least passing mention. His plan formerly was to send his butter to the city. Why he should pass up his local market he was at a loss to explain. Under the new deal he is finding that the demand of retailers in what might be called purely a local territory keeps him going to the utmost capacity. The moral is of course plain enough. Before reaching out after outside markets the manufacturer, no matter what he makes, should be sure he is squeezing dry the possibilities of his local market. This same principle is worthy of a little attention also on the part of some ambitious American manufacturers who are reaching out after export trade.

The Creamery Package Manufacturing Co., in its effort to help its customers fill their local field in the manner thus stated, is doing some advertising service work that is remarkable in that it has not the slightest direct application to the company's own products. The creamery man, the cheese maker or the ice cream producer is given the benefit of a high grade of newspaper advertising that fits in directly with his needs. Electrotypes or mats are supplied free of charge. From an artistic and copy standpoint these are direct and snappy to the point of getting the message over in a forceful manner. The advertisements have such headings as

*"Make up your mind first, that once  
an employee, nowadays, always an em-  
ployee. Second, realizing that as an in-  
dividual you are now utterly helpless."*

## THE CLERK AND THE EMPEROR OF CHINA

By  
**G. BERNARD SHAW**

In  
*Hearst's for January*

*Hearst's Magazine has more contributors listed  
in WHO'S WHO and WHO'S WHO IN  
AMERICA than any other magazine. And  
the quality of a magazine's writers must  
invariably establish the quality of its readers.*

"Drink Lots of Milk and Keep Healthy," "Growing Children Need Milk for Health, Growth and Strength," "Butter Is Healthy," "Children Need Butter," "Spread the Butter on Thick," "Ice Cream Is a Food," and so on. Nobody reading these advertisements gets any idea regarding the company's machinery. And it wouldn't do the company any good if they did. People are not interested in creamery machinery just because they eat butter or drink milk.

The great benefits of unselfish advertising are so apparent that the average up-to-date concern these days is not going to hesitate about utilizing it in a practical way, being content to get its reward in the long run.

#### BUTLER BROTHERS STRIVE TO LUBRICATE WHEELS OF DISTRIBUTION

An instance of this, as well as a recognition of the necessity of overcoming faulty distribution of goods, is shown in a part of the service work of Butler Brothers.

Some time back the attention of Butler Brothers' service department was directed to an experience of E. P. Ripley, who then was president of the Santa Fe Railroad. While making a trip of inspection over his company's lines, Mr. Ripley was walking through the new Union Station at Kansas City. His attention was attracted by some peaches on one of the station fruit stands that were offered for sale at five cents each. He recognized them as being ordinary Kansas peaches, and as he boarded his private car to resume his trip west he expressed wonder as to the price.

After the train had gone a hundred miles or so into Kansas it was sidetracked for some reason at a little station. Mr. Ripley, looking out of his window, saw a woman dumping a large bucket full of the same kind of peaches into a hog pen for the pigs to eat. In Kansas City the peaches were worth a nickel apiece and here they were worth nothing.

There is of course nothing new in this. The same thing is to be seen the country over. Tons upon

tons of fruit and vegetables rot every year or are thrown to the hogs merely because of defective distributing facilities.

Butler Brothers' service department at once enlisted the services of the general merchants in an effort to connect the local fruit and vegetable raisers with the city market. The attempt as yet has not been a glittering success on account of transportation difficulties. But it will be worked out.

Butler Brothers are interested in the marketing of produce only as it builds up the prosperity of the local retailer. But if they can evolve a workable plan to reduce the nation-wide waste of produce, they will accomplish something that will have a direct bearing upon the prosperity of everybody, including the retailer.

That's one thing about advertising that you cannot get around. Its benefits cannot be circumscribed. If a broad campaign is allowed to work out to its logical conclusion then it is going to help a great many people beside those interested and those who pay the bills.

A concern that rises through an effective advertising campaign is bound to pull others up with it. This is so because it cannot keep kicking the other fellow down unless it stays down itself.

#### Spaulding Chain to Advertise in Business Papers

The Spaulding Chain Company, Bloomfield, N. J., has put its advertising account in the hands of the Hanser Agency, Inc., Newark, N. J. A campaign in which business papers will be employed, is planned.

#### "Southern Marine Journal" Makes Appointment

James A. Brown, assistant foreign advertising manager of the Houston, Texas, *Chronicle*, has become business manager of the *Southern Marine Journal*, of Houston.

Harry W. Anderson, who during the last eight years has been a member of the advertising department of the T. Eaton Company, Winnipeg, has been made advertising manager of the Bager Store, Baltimore, Md.

# **The Indianapolis Star The Terre Haute Star The Muncie Star**

## **Comprising the Star League of Indiana**

Offer to discriminating advertisers the most effective and least expensive method of covering Indiana, its circulation going daily into each and every one of Indiana's ninety-two counties, and reaching able-to-buy readers every morning in the year.

## **The Star League of Indiana**

*The Greatest Combination of  
Quality Circulation in Indiana*

**Eastern Representative: Kelly-Smith Co.,  
Marbridge Building, New York**

**Western Representative: John Glass,  
Peoples Gas Building, Chicago**

### **The Shaffer Group**

**Indianapolis Star  
Terre Haute Star      Muncie Star  
Louisville Herald  
Chicago Evening Post  
Denver Times  
Rocky Mountain News**

# Good Hardware



THE first issue is in the mails—and we are proud of it.

It will reach more hardware men than were ever reached before by one hardware publication.

And it will be read, too—glance at the Contents page and judge for yourself!

Will your advertisement be among those present?  
Will your business story receive its share of the interest of 50,000 readers?

February is closed, but March forms will be open to advertisers until February 10th.

W. Linford Smith, Publisher (Publisher also of Oral Hygiene), Pittsburgh, Penna.; Merwin B. Massol, Business Manager; Frank C. Thomas, Eastern Manager, 37 West 39th Street, New York City; W. B. Conant, Western Manager, Peoples Gas Building, Chicago; A. D. McKinney, Southern Manager, Post-Dispatch Building, St. Louis.



JOHN T. HOYLE, Editor, 211 S. Dithridge St., Pittsburgh  
F. R. WILLIAMS, Associate Editor

# Good Hardware

Published Monthly in the Interest of the  
Hardware Trade

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# Victrola and the News-Times



One of the numerous national accounts using the *News-Times* exclusively in the South Bend field is Victrola. National advertisers—those who give time and thought to choosing their publications—know that the *News-Times* dominates the Northern Indiana and Southern Michigan territory.

Let us send you *News-Times, Jr.*

## South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

# Competitors Jointly Advertise Pride in Their Product

Manufacturers of Leather Substitutes Conduct Unusual Campaign During Automobile Show Week

NEW YORK'S recent automobile show saw a remarkable advertising campaign. It had numerous unusual features, many of which should satisfy all doubters of co-operative effort in advertising.

To representatives of interests that should be remedying conditions of the present or planning for the days when normal trade will prevail, the following specific points of this particular campaign should be of interest.

First, it was a joint campaign in which competitive manufacturers signed their names to the same advertisement.

Second, the product made by these manufacturers was leather substitute, and despite the handicap of the term "substitute" they spoke of their product as such, without disguise or deprecation, depending on the honesty of purpose, character of the respective companies and the industry at large, to carry the idea across.

Third, the ads were not designed to sell merchandise.

Fourth, full page copy in one newspaper was used.

Fifth, the campaign was launched on the spur of the moment, so to speak, and went through without a hitch. The integrity and good standing of the various companies made this easily possible.

Sixth, the copy was confined to upholstery material, although nearly all the co-operators are makers of top material as well. It so happens that although top materials are, in a measure, of the same class as the average leather substitute, they are rarely spoken of as such and much less referred to as an "imitation," "artificial," or "substitute" product, and it is to this point of individual and commercial recognition that these manufacturers are gradually raising the upholstery material.

Seventh, although advertised as a substitute, not once in the entire series was there a comparison, reference or inference to any product that leather substitutes were intended to supplant. In fact, the word leather was not mentioned anywhere in the copy. The text was so worded as to suggest that the manufacturers consider themselves allies and not enemies of leather.

The names signed to this unusual joint series were all those of leather substitutes manufacturers. They all make a similar material and compete for the same business. They did not conduct a campaign as an association, therefore the campaign was not co-operative in the sense that that word is ordinarily used.

The voice of an industry carried throughout the series. It was the purpose of those signing to make this plain to the reader. One piece of copy mentioned "Fourteen important factories are to-day making leather substitutes," this being a part of the advertisement referring specifically to the size and purpose of the industry.

The signatory companies were: The Duratex Company, Newark, N. J.; Du Pont Fabrikoid Company, Wilmington, Del.; O'Bannon Corporation, New York; Textileather Company, Inc., New York; Zapon Leather Cloth Co., New York.

The advertising began on the opening day of the show and ran seven successive days.

The first ad was headed, "A Tribute," and was addressed to the automobile industry. This tribute was prompted by a sense of recognition and the copy was framed accordingly. It was an industry speaking to an industry.

One paragraph read: "You have permitted us, manufacturers

of leather substitutes, to aid you with your upholstery and trimming problems and have honored our service with an increasing reliance upon our products."

The second day "Pillars of Production" was the caption and gave assurance of the leather substitute industry measuring up to the greater production needs of the automobile makers.

While the series was built to greet and pay tribute to the automobile industry, there was an underlying desire to reach the ultimate buyer and establish in him a greater confidence in leather substitutes as a good product and one essential to modern economic conditions and requirements. To a large degree, the series was educational. It was also unselfish in that it was not designed to sell goods and no attempt was made to create desire. It was advertising that emphasized prestige already acquired and expressed the pride of the manufacturers in their belief that they produce a material without which the world's work cannot be so promptly or economically done.

Therefore, the copy was in no way sensational or "stunt" like. On the other hand, it was not apologetic. It was appreciative and expressive in brief copy of a dignified statement type.

The idea behind the series was born only a few days before the show and all arrangements were made directly with the newspaper used.

There have been many joint campaigns but it is unusual for acknowledged competitors to get together for the purpose of expressing a tribute to an industry, voicing an appreciation, advertising foresight as to greater production, reaching the public through magnitude and pledging a continuance of all good past performances.

If competitors can thus hurriedly get together and speak their piece so effectively, what excuse is there for holding back the many co-operative, industrial, governmental and public betterment stories?

## Telephone Company Uses Educational Cartoons

The progressive adventures of the Jones family, as indicated in the funny sheet of the newspapers, or some of the other popular cartoons, were evidently the inspiration for the recent full-page advertisement of the Chicago Telephone Company. Instead of telling the advantages of working in the telephone office, as most of the advertising has done, this one sells the idea of how to carry on a successful phone operation, showing some of the difficulties in the way, and the methods of obviating them.

"Three groups must co-operate to make a successful telephone conversation," "You—and often your secretary and your private branch operator," say the first two panels of what is headed: "Movie Talk on Telephone."

Moving the hook slowly when wishing to attract the operator's attention, protecting the telephone instrument from damage, making only necessary calls during rush hours, the function of the central office operators, showing how mistakes sometimes happen, are a few of the points touched upon.

Mr. Business Executive and his secretary are shown through the whole gamut of adventure from answering the telephone promptly, giving the names of the firm, the department and the person speaking, the idea of terminating the conversation as quickly as possible, and promptly replacing the receiver when the conversation is finished.

All of the movie advertisement leads up to a "Happy New Year" wished by the Chicago Telephone Company.

## The Old, Old Grievance Again

MEYER BROTHERS, LIMITED  
ADVERTISING COUNSELLORS AND AGENTS  
SYDNEY, Dec. 4, 1919.

Editor of PRINTERS' INK:

There are many American merchants who are endeavoring to link up with Australian importers and it would be advisable if you were to instruct them that the postage to Australia is 5 cents and not 2 cents. We received in this mail a number of letters, all of which were under stamped and on which we had to pay 3d. (6 cents).

This neglect to ascertain the correct foreign postage is very annoying to merchants here receiving a large amount of correspondence.

MEYER BROTHERS, LIMITED,  
J. F. MEYER,  
General Manager.

## F. W. Jones Joins Wade Agency

F. W. Jones, formerly with the International Harvester Company of America, Chicago, and recently with the Holt Tractor Company, has joined the Wade Advertising Agency, Chicago.



In 1919, The MORNING and SUNDAY SUN carried a total of 1,488,707 agate lines of automobile advertising (display and classified) as compared with 790,981 agate lines in 1918—a gain of 90.6-10 Per Cent. These figures do not include the 662,653 agate lines of automobile advertising carried by The EVENING SUN

## They Must Get Results

Automobile advertisers in Baltimore must get results from the MORNING and SUNDAY SUN or they would not have increased their space in these papers 90.6% in 1919 over 1918.

They must find the MORNING and SUNDAY SUN a profitable investment or the volume of their business in these papers would not have expanded from 200,000 lines in 1914 to 1,400,000 in 1919.

With 35,000 car-owning families and as many more ready to be sold, Baltimore is an unusually receptive field for automobile advertisers—particularly easy to cash in on promptly, economically. You can cover it with the *Sunpapers* alone for

**Everything in Baltimore Revolves Around  
THE SUN**

### Philadelphia Club Observes Franklin's Birthday

More than 600 men were in attendance upon the fifteenth annual dinner of the Poor Richard Club, Philadelphia, held on the evening of January 13 at the Bellevue-Stratford. The programme committee had provided an elaborate carnival of fun, which began as soon as the guests were seated. In addition to this, however, there was a list of well-known speakers who spoke in serious vein.

Philadelphia's new mayor, J. Hampton Moore, expressed himself as being in favor of advertising the city. Publicity, he said, is something to be encouraged rather than feared by a municipality.

United States Senator Walter E. Edge, of New Jersey, an advertising man, stated that the Government "has proved that it cannot run its own business, so why should it bother with other people's?"

E. T. Meredith, president of the A. A. C. of W., expounded the doctrine of truth in advertising and told of the educational campaign of the clubs on the effectiveness of advertising and its service to the nation.

Other speakers were Captain Bruce Bairnsfather, Rev. John Robertson of Glasgow, Scotland, and William T. Ellis.

### Representatives Club's Annual Dinner

The Representatives Club, New York, held its thirteenth annual dinner at the Waldorf-Astoria on January 9. The speakers were Lawrence F. Abbott, president of the Outlook Company, the subject of whose address was "Impressions of Theodore Roosevelt"; Wilbur D. Nesbit, vice-president of the William H. Rankin Company, "The Eternal Triangle"; George W. Perkins, "Fundamental Causes of Industrial Unrest," and Robert Benchley, who gave a humorous parody on trade conditions.

R. B. Bowen, of the *Outlook*, presided and George S. Chappell was toastmaster.

### W. H. Gridlestone Succeeds J. M. Livingston

W. H. Gridlestone has been made general sales director of the Emco Manufacturing Company, Inc., Binghamton, N. Y., maker of automotive equipment, succeeding Jules M. Livingston, now with the Wylie B. Jones, Inc., advertising agency, Binghamton.

### F. A. Browne With Gimbel Brothers

Frank A. Browne, recently advertising manager of Bloomingdale Brothers, department store, New York, has been made assistant to Sheldon R. Coons, advertising director, Gimbel Brothers, department store, New York.

### Belgium's Recovery As Described in an Advertisement

Here and there stories of Belgium's amazing progress since the armistice have cropped out in the news-columns. The story when told in figures is more impressive than when told in words. A Belgian, D. L. Blount, until recently director general, Central Office of Information under the Ministry of Economics, Brussels, has given the story in figures under the title "Belgium's Recovery."

An advertisement, appearing in newspapers, offering participation in a \$25,000,000 Belgian Government External Gold Loan, has summarized the interesting information so graphically given by Mr. Blount in the following manner:

"Prior to the war three-fifths of Belgium's total area of 11,373 square miles was under cultivation, and the value of the produce averaged \$100 per acre, a yield equalled by no other country. One man in every six was a land owner.

"The territory seriously devastated by war amounted to only 70,000 acres, which is less than one per cent of the total area of Belgium.

"Agricultural production in 1919 surpassed the average for the years preceding the war, the yield of wheat, oats, barley and rye having been particularly good.

"Belgian railways destroyed during the war have been practically restored. And with a total railway mileage of 5,400 miles, Belgium has the greatest railway mileage of any country in proportion to territory.

"Before the war the thrift and industry of the Belgian people had earned their country eighth place among the nations of the world for wealth, sixth place in volume of total foreign trade, and first place in actual trade figures per capita.

"Coal mines, 94 per cent, normal; refined sugar, 100 per cent; cotton spindles in operation, 75 per cent; cotton looms, 60 per cent; wool products, 75 per cent; shoes, 70 per cent; window glass, 34 per cent; plate glass, 36 per cent; the steel mills which suffered most, have resumed 30 per cent; 12 blast furnaces are now producing 10 per cent of the output of the 54 blast furnaces in operation before the war.

"Of the 9,797 pieces of machinery taken away during German occupation, 5,069 have been recovered."

### Scarcity of Paper Forces Paper's Suspension

The Denison (Tex.) *Gazette* has suspended publication as a daily and will hereafter be issued weekly as the *Gazetteer*, under which title the publication was known for many years. The scarcity of the paper supply, with no assurance from jobbers of their being able to furnish a sufficient quantity to make daily publication possible, is assigned as the reason for the suspension by the publisher.



# "Pay Dirt"

LET us "prospect" your business for the Dominant Idea—the *vital* reason for the existence of your business—the big inspirational selling idea that *overcomes* resistance and *implants* desire. It isn't usually on the surface. Let us help you dig.

Without obligation to you, an executive of this organization will gladly call to give you detailed information regarding Dominating Idea Advertising.



**MJUNKIN ADVERTISING COMPANY**

CHICAGO  
8 S. WABASH AVE.

NEW YORK  
450 FOURTH AVE.

CLEVELAND  
NEWS LEADER BLDG.





# SYSTEMS

Prepared by The H. K. McCann Company

# Your Word!

Your letterhead is responsible for carrying not only your words but *your word*—that sign of good faith known as your signature and legally regarded as a part of yourself.

Systems Bond is worthy of any man's hand—fit to bear the *word* of the best. It has “feel”—crackle—body. A quality, business man's bond which sells at a business man's price.

Systems is available everywhere. *Your* printer can get it. Also, our free book “The Modern Manufacture of Writing Paper”, valuable to every paper buyer.

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well known Pilgrim, Transcript, Atlantic and Manifest marks.

EASTERN MANUFACTURING COMPANY  
501 Fifth Avenue New York  
Mills at Bangor and Lincoln, Maine



S BOND 

*The Rag-content Loft-dried Paper  
at the Reasonable Price*



FOREIGN  
DEPARTMENT

## *The Corona Typewriter Company*

has recently instituted a co-operative advertising campaign in South America. This is one of the first thoroughly comprehensive and carefully worked out publicity plans which has appeared in Latin America. The copy was planned, written and illustrated by special writers and artists connected with our

### **Foreign Advertising Service**

In addition to the Corona Typewriter Company, we are serving the foreign advertising interests of

E. I. du Pont de Nemours Export Co., Inc.  
Eastman Kodak Company  
International General Electric Company  
Worthington Pump and Machinery Corporation  
Atlas Portland Cement Company  
Miller Lock Company

We will be glad to correspond with manufacturers and others engaged in non-competing lines who are interested in Foreign Trade.

## **FRANK SEAMAN** INCORPORATED

*Foreign and Domestic Advertising*

470 Fourth Avenue, corner of 32nd Street  
New York City

Chicago Office: Monroe Building  
Monroe St. and Michigan Ave.

Associated with Mather & Crowther, Ltd.  
London, England

# Hardware Stores May Sell Talcum Powder as Side-Line

American Safety Razor Corporation to Add All Sorts of Shaving Accessories

THE American Safety Razor Corporation, which now owns the companies manufacturing the Gem, Star and Eter-Ready safety razors, and which was described in *PRINTERS' INK* of September 25, 1919, has formulated manufacturing and sales plans that mark a new step in the industry in which it is engaged.

These plans will not only take advantage of latent good will the manufacturers of these three safety razors have created, but will create additional good will through increased service in selling the "shaved face."

By the "shaved face" is meant that from this organization every accessory—the safety razor, the blade, the soap, the brush, the talcum powder, and perhaps the lotion—necessary in the operation of shaving the face, will come from the American Safety Razor Corporation and its subsidiary, the American Safetee Soap Corporation.

"Each safety razor," J. T. Ashbrooke, general manager of the soap organization, points out, "is a machine working for the safety razor corporation and which must be given service by that company. It must be fed with supplies and accessories. The new organization believes that, knowing the intricacies of safety-razor making, it is best equipped to give that service."

The sales problem which faces the American Safetee Soap Corporation—observe how the name serves as a connection between the razor and an accessory—is, of course, not to be compared with that which confronts the everyday soapmaker when he enters this field.

"The retailer," Mr. Ashbrooke says, "will readily understand that the corporation manufacturing three branded, advertised safety razors would not stand as spon-

sor for a soap or talcum powder that is not of merit. The retailer can see that such a condition would be injurious to the most important phase of the business—the sale of safety razors.

"In this reasoning the retailer and the public will find assurance of quality. To this advantage on the sales side, there are still two others to be added: (1) All of the salesmen of the soap corporation have a definite list of prospects; and (2) a greater retail outlet is available for this soap corporation in that such stores as those of the hardware and sporting goods dealers become full-fledged service stations selling soap, brushes, talcum powders, etc."

This widespread and great distribution of its product which the soap corporation looks for, immediately after the product is released for consumption, as a result of the removal of many difficult obstacles from the path of its sales force, will be backed by a large consumer advertising campaign.

The consumer will immediately be made familiar with the semaphore signal denoting safety, the trade-mark of the company, so that the retailer may enjoy the experience of quick turnovers.

One of the most important advertising phases in this new departure in the safety razor industry is in the fact that every safety razor becomes an advertising medium. The advantage derived from the ability to put the messages of the soap corporation with every razor so that many of the men who purchase shaving soap and other accessories will certainly be reached, can be readily appreciated.

J. W. Childs has been made sales promotion manager of the Levy Over-all Manufacturing Company, Cincinnati. He will be in charge of sales and direct-by-mail advertising.

# Co-operative Campaign to Educate Public to Advantages of Milk

First Three Months of Campaign in Boston Results in Huge Increase in Milk Consumption

**T**HERE is a sound economic principle underlying most co-operative advertising campaigns in that they promote the consumption of the product and increase the total business for all instead of merely transferring it from one concern to another. So we have our co-operative campaigns for lumber and building brick, and cement, and bread, and automobile wheels, and tombstones, and other things too numerous to mention. Sometimes they are national, sometimes local. But few can be found which have not proved a paying venture.

It might seem that a staple, basic food like milk would hardly need its good points advertised, nor that its consumption could be materially increased. But both are being done in the Boston milk campaign. It is not the first time that milk has been co-operatively advertised, but the present campaign is most elaborate and comprehensive. One hundred and twenty-five thousand dollars a year is being invested, and this is to be continued indefinitely.

There is a peculiar twist to this campaign that makes it "different." While it is being financed by the producers shipping into Boston and their distributors, neither their name, nor that of any organization with which they are associated appears. The advertising is signed by a combination of Governmental and civic bodies, among which are: U. S. Department of Agriculture, Massachusetts Agricultural College, Massachusetts State Department of Agriculture, Boston Board of Health, Boston Chamber of Commerce, National Civic Federation, Women's Municipal League, Boston Social Union, Boston Commission for Public

Service, Dietetic League for Preventive Work, and several others. Professor D. L. James of the Massachusetts Agricultural College is director.

This helps to break down the usual resistance to a selling appeal. It is made possible by reason of the fact that the propaganda was originated by the Dairy Division of the U. S. Department of Agriculture, which has been operating brief educational campaigns in various parts of the country. Its purpose is primarily, of course, the benefiting of the public; for in all parts of the country statistics showed that increased cost was causing a drop in the per capita consumption—children were being deprived of their most essential food. In addition the Department was interested to increase demand to meet production, that farmers might not be compelled to sell off their cows.

When the proposition was started by the federal department, the milk dealers immediately co-operated; and when Government activities ceased, they carried on. There are 15,000 producers shipping into Boston. These contribute a small assessment based on quantity, which fund is matched by the distributors.

## BROAD BASIS OF ADVERTISING

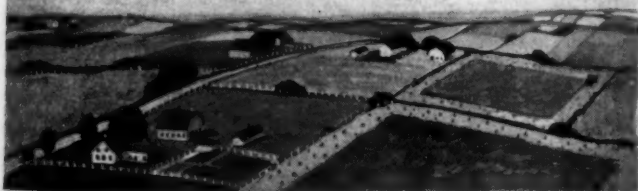
This is not Boston's first experience in advertising to increase milk consumption, for in the spring of 1918 some of the producers and distributors got together and invested approximately \$10,000 in a campaign covering two months. This earlier campaign was described in **PRINTERS' INK**.

The present campaign has been running since June. A three-fold result is expected: First is the

# PURPOSE

**SUCCESSFUL FARMING**  
is built to render  
practical service to real  
**FARM** families in the  
great food producing  
heart of our country

*Editorial Department*



## SUCCESSFUL FARMING

E.T. MEREDITH, Publisher  
DES MOINES, IOWA

benefit to the consumer, which has already been mentioned and which is basically the reason for the campaign in its present form. Second is increased earnings for the producers, many of whom are small farmers and who, by encouraged production, will be induced to adopt more business-like and systematic methods. The price received by the producer, too, depends upon the percentage which is sold to the consumer as fluid milk compared with the proportion which has to be sold for industrial and other purposes at lower prices. Thus, if the total quantity of milk shipped to market exceeds the consumption, the surplus is turned to other uses and the farmer suffers as well as the distributor. By increasing the consumption to take care of the supply, the milk producer will receive a better price. Third, the distributors will benefit by increased sale without proportionate increase in overhead, with a tendency to lower the retail price.

It is a campaign, in other words, in which everybody benefits; which ought to prove a sound foundation.

The backbone of the educational work is newspaper advertising and car cards. The newspaper campaign is running on frequent schedule, 120 lines by three columns. The advertisements are called "Healthgrams" and "Thriftgrams," according to the type of copy. Supplementing these are posters, and lectures to women's clubs, civic bodies, schools, factories, and institutions, by a corps of six food experts, together with various exhibits. Then there are circulars in three languages, distributed to the foreign-born children through the schools.

A novelty which is one of the features of the school work is a play entitled "Milk Fairies," which has proved so interesting that it has been requested all over the country. The play is a story in elementary form in which the sugar, the fat, the protein, the minerals, the vitamins,

the calories and other elements in milk are represented by sprightly fairies; who, visiting in his dreams a frail lad refusing to drink his daily portion of milk, explain to him in song and dance the vital part which they play in upbuilding the human body. They show Johnnie, whose ambition is to be a soldier, how it is necessary for him that he drink a great deal of the precious fluid if he is to develop a strong physique and meet with the approval of Uncle Sam. The play gets over the message very effectively to the children, and incidentally to their parents.

It is upoh the child angle that the campaign is at present concentrated; for as explained, the increased cost has cut down the consumption and investigation shows that mothers are feeding less milk to the children.

Advertisers in general seem to have awakened of a sudden this year to the heart appeal of the child, as witness the droves of attractive youngsters who play their way through the advertising pages. "In making the child appeal," says J. A. McCoy, director of publicity, "we believe we are taking the shortest cut to results. Later we will go into charts and diagrams and statistics on the food value of milk and show by comparisons that it is the cheapest of all foods."

Results? "The first three months," said Mr. McCoy, "showed an increase of two million quarts among four large dealers compared with the same period last year. This was from June to August, which period has the lowest consumption."

Many other cities are making inquiry in regard to the campaign and great interest is being displayed all over the country. The Boston campaign covers an area within thirty miles of Boston, but separate campaigns have already been started in Worcester, Springfield, and Brockton, upon request of civic associations of those cities and in co-operation with the milk representatives, located in their territories.



# The Psychology of Washington

The introduction into the Washington, D. C., market is almost an infallible barometer of the reception any product will receive throughout the country.

Your audience, here is literally a NATIONAL audience—with all the varying phases of locality and sectional tastes concentrated into this one community—and

*The Washington Star covers this field completely, with results that will depend only upon the merit of the product.*

Summing up The Star's pulling power one of the big National Advertisers places it *first* among the thousand papers he uses—a significant fact both of the Star's efficiency and the possibilities of the National Capital.

Our Service Department will co-operate in every practical way to give you the facts concerning this market.

## The Evening Star.

WASHINGTON, D. C.

*Write us direct or through our*

New York Office  
Dan A. Carroll  
Tribune Building

Chicago Office  
J. E. Lutz  
First Nat. Bank Building

# The Conquest of Markets

---



ANCIENT Cathay and wealthy India were once the markets of the world. Rival merchants drove richly laden caravans across the deserts of Arabia. They chartered ships and hired adventurous seamen to find a shorter route to the coveted markets. Their efforts opened a New Era.

Today, another New Era dawns on a whole world of waiting markets. They lie at our very doors.

Old standards have been swept away. Buying power has experienced a complete upheaval. The wealth of America's markets alone dwarfs that of ancient India.

To these markets Scientific Advertising is the "Open Sesame."

Its peaceful conquest marshals a power mightier than any army. Its printed word is more potent than the keenest sword.

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Scientific Advertising is adequate, intelligent, honest application of proved laws and principles. It avoids meagreness of plan as it avoids mediocrity of execution. It shuns superficiality.

The success of its conquest depends on the experience, the ability, the *character* of those who wield its power. Its practice demands *work*.

Guided by their chart method of applying fundamental advertising principles, Johnson, Read & Company are able to plan with irresistible logic and to perform with scientific sequence. The conquest of markets, through such scientifically correct means, brings in its train lasting benefit to manufacturer, to dealer, and to consumer.

*This is one of a series of advertisements on Scientific Advertising as practiced by this organization and symbolized by its seal.*



# JOHNSON, READ & COMPANY INCORPORATED *Advertising*

202 SOUTH STATE STREET · CHICAGO

Charter Member American Association of Advertising Agencies



The fact that our staff is composed of artists of unquestioned reputation is impressive.

But it is not half so important to the agency and the advertiser as the Floing policy of direction that makes their work actually interpret the thoughts of the business it portrays.

**WILFRED O. FLOING COMPANY**  
*1316 Garland Building*  
**CHICAGO**

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# Facts from Which to Chart the Pulse of Selling

How to Get Them—And Then How to Use

By A. R. Howell

**W**HEN the higher executives of an organization consider the vital statistics of the business, healthy increases in volume and profit accounts often close their eyes to vicious drifts in the marketing. For while the efforts of those selling accounting machinery or service have done much to convince Mr. Average Business Man of the value of the higher bookkeeping, the efficiency movement in most businesses has seemed to stop with the installation of cost-accounting system that covers manufacturing. It is only in a few of the larger corporations that we find provision made for establishing sales statistics that actually report with timely accuracy just how closely sales practice is working to advance selling policies.

The sales manager is often so busy keeping a watchful eye on customer service, correspondence and on the salesmen's morale, that it is hard for him to make time and change focus to consider broader questions. So it is really necessary to establish a mechanism that will force routine consideration of current and vital marketing drifts. In doing so we can safely assume that the accounting division, however named, furnishes some sales statistics even though these may be only a by-product of strictly fiscal figures. Usually these so-called reports take the form of comparisons of sales returns by time and geographic subdivisions with accompanying cost of selling percentages.

These figures are good as far as they go, but they are rarely complete enough to avoid being misleading. For instance, the dollar figures given by such a department for a given territory almost always represent factory

shipments into that territory over a given period. And it is obvious that where orders are taken for delivery involving more than one future shipment, records of this type tend to cover up vital facts necessary for a true estimate of actual sales conditions.

And so because he can get little aid from this data source, the sales manager in laying his policies is most often forced to use a judgment based on a multitude of purely personal impressions which can hardly help being distorted because of the very channels through which he secures his facts.

The only practical and really economical way of securing the needed sales data is to lay out a sales report that will produce the proper figures supplemental to the accounting reports and then give someone in the organization the task of translating this information into curves or charts that will quickly indicate ragged performance.

## FORM USED FOR ESSENTIAL DATA ASSEMBLAGE

The first sheet necessary to such a plan might be called a history digest. On it we should plan to assemble all data collected over a period of time from any source. Such a sheet should be established for every customer and prospect on whom a call is made. Starting in at the top of the form we will, of course, note such obvious facts as

1. Company name and location.
2. Officials influencing buying.
3. Periods of purchase if any.
4. Affiliations with other companies (these facts will affect price quotations).
5. Territory and salesman responsible for the account.

We should add under the above group of general facts quite a

few other headings. We will also want to know in general the causes that hold us from getting the business, such as in certain lines

6. Contracts with competitors or stock of competing products.

7. Our product unsuitable.

8. Our product too high in price.

Now come vital statistics, giving a close estimate of the potential business. In one business with which I am familiar, the following are the questions asked:

9. Products made by subject company.

10. Models and estimated yearly output per model.

11. Quantity of our product per model.

12. Types and sizes of our product per model.

13. Discount quoted.

The balance of the space on this "History Form" will naturally be a record of shipments compared year by year as to size, type, quantity and value. Most companies using this type of data form also use the back to record special service given, catalogues and follow-up letters sent, etc. In one company the information given above is coded right on the report in such a way that tabulating cards (such as used in the Hollerith system) can be punched as fast as information is entered on these sheets for a given season.

You will note that it is suggested that such a sheet be started for each customer and prospect called on. Several firms who have adopted this plan go further and make one out for every apparent prospect whose name they can cull from trade indexes. And they find it of value to hold all sheets in their files even if a call indicates that the so-called prospect never can use their product, because the reasons for elimination from the live call list are in this way held for reference and new men do not waste time in merely re-establishing the facts. Their sales managers are thus able to turn

over to each new salesman a complete call list embodying all needed data and so eliminate the old time "get together" with other and sometimes competing salesmen who have covered or are covering the assigned territory.

#### USES OF THE DATA

The one big reason why the form above noted is successful is found in the way it enables the executive to place a fairly accurate potential value on each customer and prospect's business.

This value when checked by discussion with the salesman forms the basis of territory-yield figures that can be used in a multitude of ways.

Taken together with railroad data, they indicate an equitable division of territories on a basis of current and potential sales volume.

And because these figures accurately reflect probable yield they are readily accepted by the salesmen as a basis for salary and commission arrangements.

One company to-day using this plan had formerly allotted territory on the old basis of giving the salesman as much as he "could take care of." New management considered it advisable to put on more men and expand the line. The old salesmen argued against giving up territory to the new men. It was done over their protest and sales reports were devised to furnish information such as outlined above. The sales per man on the old line product have increased over 20 per cent and analysis shows that a good portion of the increase came through securing a larger percentage of old customers' business. The potential sales figures showed that the salesmen working on their own initiative had merely taken the "easy to get" business.

Another firm in the machine parts field found through establishment of potential sales figures that they were uniformly failing to get volume business from a given industry. Investigation showed that the workmen assembling the

# What Chance Has Your Printed Matter With the Architect?

He is literally swamped with letters, circulars, and catalogs.

Swamped, to the tune of two and one-half tons a year

Think of it, two and one-half tons is the average for the average architect's office!

Knowing your printed matter as you do, and knowing the splendid things so many others are doing; what chance does yours stand, in that two and one-half ton avalanche?

One thing sure, architectural magazines are not pitched into the discard.

When carefully considering which one to use; if you are only going to use one; give Architecture a little extra probing.



## ARCHITECTURE

*Published by*  
**THE HOUSE OF SCRIBNER'S**  
**CHARLES SCRIBNER'S SONS**  
597 Fifth Avenue, New York



finished machines had not been properly instructed in how to handle this company's product. Repeated performance failure had resulted in instruction to the purchasing department not to buy the company's product except for use on certain special production. The individual account had seemed to be healthy because a fair year to year increase in business was indicated and neither this firm nor its competitors seemed to have even scented this vital fact. The indicated necessary education in handling the product gave this company a dominating position in this market that competition thus far has failed to upset.

The analysis of potential sales by product types and sizes made possible is perhaps a more important product of this work. In these after-the-war days of rush production most manufacturers find themselves faced with changing over and expanding their machine equipment. Machine costs are high and directors are often loth to authorize expansion called for by orders offered because shifts in the market demand may result in a lack of balance in the production end. One company particularly has faced this problem in the automotive parts field. But potential sales figures have indicated the probable growth of demand for certain sizes and types of the article they produce, and because these figures are possible of fairly accurate periodical correction, they are adopting them as a basis for planning their factory expansion, not only as to machinery expansion, but also in the locating of new plants.

New financing of old-established companies has aided materially in uncovering these output statistics, for the underwriters' floating stock or note issues find that the public asks for more than a balance sheet to inspire their confidence. But data secured in this way will cover but a small portion of the larger prospects' business. The diplomatic salesman, or independent investigator, must be called on to uncover the facts. Government figures aid in

checking market totals, but nothing seems to be quite as accurate as an old-time manufacturer's estimate of his rival's production. Then the age of secrecy in general business figures seems to be passing, and if the experience of the firms referred to is any guide, these production estimates are not so hard to arrive at as some might allege.

The sales report form used to collect the material for the history sheet outlined above will vary with the temper of the sales force called on to use it. The wise executive will devise a form on which the data can be recorded with the least effort. The form used by most companies is one on which the salesman can fill the entire form by checking an alternate answer, filling in figures or quoting a name.

The information secured in this way is of invaluable assistance to the advertising department and makes unnecessary a good deal of the scratch investigation work that so often guides a campaign. Prospective business is indicated by industrial and geographic divisions if the proper resumé work is done on these figures. Mailing lists are accurately established, corrected periodically and the *right man's name* is indicated if letter work is called for.

Information of this sort would seem to be a panacea for all selling ills, but figures can be bent to prove a theory. It is well, therefore, that the establishment of this figure work be given to a strictly neutral department in your organization.

### Robert A. Wallace On the Coast

Robert A. Wallace, who has been a member of the copy staff of Lord & Thomas, advertising agency, Chicago, has been transferred to the Pacific Coast organization of Lord & Thomas.

### R. J. Byrnes With Koch Agency

R. J. Byrnes, recently with the R. A. Mathews Advertising Corporation of Chicago, is now with the Otto J. Koch Advertising Agency, Inc., Milwaukee.

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# St. Louis Globe-Democrat

**LARGEST DAILY CIRCULATION  
OF ANY ST. LOUIS NEWSPAPER**

**T**HE year 1919 was a wonderful year for the GLOBE-DEMOCRAT. All previous records were far outdistanced, with a total of

# 12,039,666

**Lines of Paid Advertising**

**An Average of More Than a Million Lines a Month**

(NOTE: The year's total would have been considerably larger had not the print paper shortage compelled us to omit hundreds of columns of advertising offered to us.)

**GAIN OVER 1918**

# 4,406,862 Lines, or 57%

*This is the largest percentage gain  
made by any St. Louis newspaper*

## NATIONAL REPRESENTATIVES

**F. ST. J. RICHARDS**  
410 Tribune Bldg.  
NEW YORK

**GUY S. OSBORN**  
1302 Tribune Bldg.  
CHICAGO

**J. R. SCOLARO**  
701 Ford Bldg.  
DETROIT

**R. J. BIDWELL**  
742 Market St.  
SAN FRANCISCO

WITHOUT A RIVAL IN THE

# The Hartford

"Since 1817—Connecticut's Greatest"

It Passes All Other New England

**TOTAL BUSINESS IN 1919**

## WHAT THE HARTFORD NEWSPAPERS CARRIED

The record of the Hartford daily papers shows that THE TIMES in 1919 carried 11,789,208 lines, The Daily Courant 7,532,547 lines, The Post, 3,217,311 lines, THUS THE TIMES CARRIED 1,039,350 MORE LINES THAN THE TWO OTHER HARTFORD DAILIES COMBINED. The Times has no Sunday paper, yet in 1919 it carried in 310 issues 1,296,834 more lines than The Courant did in 365.

The Times gained in 1919 a total of 3,204,522 lines which is 244,695 more lines than the Sunday Courant carried in the whole year

## SOME LEADING CLASSIFICATIONS

Department Store	Women's Wear	Food and Family Supplies
Times 6 days 36.2%	Times 6 days 69.0%	Times 6 days 89.6%
Over Courant 7 days	Over Courant 7 days	Over Courant 7 days
Shoes	Musical Instruments	Medical
Times 6 days 108%	Times 6 days 39.3%	Times 6 days 67.8%
Over Courant 7 days	Over Courant 7 days	Over Courant 7 days

The Times also led The Courant in Jewelry and Silverware, Furniture and Carpets, Tobacco, Classified, Beverages, Clothing and Men's Furnishings, and Legal and Public Notices.

**KELLY-SMITH COMPANY**

Marbridge Building, New York

VAL IN THE THREE-CENT FIELD

# Hartford Times.

Connecticut "Greatest Newspaper"

New England Dailies in Advertising

IN 1919 WAS 11,789,208 LINES

CARRIED

TIMES  
47 lines,  
1,039,  
HARTFORD  
yet in  
Courant

695  
year

Supplies

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MPANY National Representatives

York

Lytton Building, Chicago

## TIMES CIRCULATION SHOWS GREAT GAIN

*Crowding 40,000 in January, 1920*

### IN HARTFORD

In the city of Hartford The Times sells about three times as many papers as The Courant sells and more than double the number sold by The Courant and Post combined.

The Hartford Times occupies a unique position among the great dailies of the country. The fact that it is and always has been a three-cent newspaper emphasizes its value and makes its appeal to the space buyer doubly strong.

Its circulation is larger than that of any other three-cent daily in New England (excepting a religious daily), and larger by 10,000 than that of any other Connecticut daily regardless of price.

### NET PAID AVERAGE IN 1919 WAS 35,523

Times is selling about 3,000 copies a day more than it sold in January, 1919, and with the normal increase it invariably enjoys during the winter and spring months it is reasonably sure to go over 40,000 in 1920.

Ninety-five per cent. of The Times distribution is within 20 miles of the center of Hartford. ITS CIRCULATION IS COMPACT AND THE VERY BEST ON EARTH.

# Furniture and Bedding

You dealers in furniture and bedding would like to interest the purchasing agents of 2,700 clubs.

## You Can!

In the dormitories of the 2,700 Y. M. C. A. buildings, 165,000 men are accommodated. *Think of the annual requirements in bedding!*

A new Y. M. C. A. building is opened on an average of every five days—1920 building plans alone call for the expenditure of \$15,000,000. *Think of the furniture required!*

It is planned to expend \$14,000,000 for new equipment and \$6,000,000 for replacing the old.

**Get your share of this business**

*Write "Association Men" the official magazine of the Y. M. C. A.*

**Our service to advertisers insures unusual results. Ask about it.**

347 Madison Avenue  
New York City  
New York

Western Office  
19 So. La Salle Street  
Chicago

# Are Capital and Labor Getting Together?

Some Recent Developments, Statements and Hopeful Signs in the Present Industrial Situation

By Roy Dickinson

ON January 4 twelve hundred people turned out in a community near New York to hear a debate on the subject of capital and labor. "Capital" was represented by Nicholas Murray Butler and "Labor" by Hugh Frayne, general organizer of the A. F. of L. The audience came prepared for a knock-down and drag-out debate, such as they had been accustomed to hear at the previous open forums.

At the end of the afternoon, a large proportion of the audience went home disappointed — they hadn't heard a debate at all. They had listened to two men who had not previously met each other and yet who were two parts of a machine, each powerless without the other, but which working as a unit is powerful to turn out happiness as well as profit; community good as well as selfish advantage. These two men representing absolutely different training and points of view, had been able to get together on fundamental points of agreement. They had represented the probability of similar men everywhere evolving a unified code of national doctrine in industrial affairs. And the audience was disappointed!

Perhaps that meeting is a portent for the year ahead. Perhaps the audience has been so fed on tales of conflict and strife, that it isn't quite ready for the other sort. A sensational wreck is big news—the more wonderful fact of two trains passing each other in a meadow on ribbons of steel at sixty miles an hour and not being wrecked is more usual, commonplace, and therefore never gets news mention. We have heard a lot about the trouble in the steel industry, and the coal mines; very little about the understanding and co-operative ma-

chinery in hundreds of other industrial plants and industries which have made strikes an unknown thing for ten, twenty or thirty years.

Mr. Johnson, vice-president of the Endicott-Johnson Shoe Company, with never a strike in thirty years, states it as his conclusion that after capital has done its work and been rewarded, and labor has done its work and been rewarded, any surplus remaining does not belong to either, but to both in some fair proportion.

Mr. Litchfield, vice-president of the Goodyear Tire and Rubber Company, says of the same subject:

"Labor may not have any capital to risk, but it is risking all it has to risk, i. e., its labor, and its ability to get the best results from this labor is bound up to a large extent with the permanency and profitableness of the business. Labor may not risk a proportionately large amount based upon the productiveness of what it lends, but it does risk a very large amount in proportion to what it has to lend. It is, therefore, only a matter of mere justice that if labor has received the current wage, and capital at the end has received the current rate of interest, that any surplus beyond this must necessarily have been created by the combined use of capital and labor, and should be divided between the two in some proportion and not go entirely to capital alone."

## NO FROTH ON THE UNDERLYING CURRENTS

Made by theorists these statements would have been bitterly attacked as almost revolutionary by manufacturers a short time ago. Made as they are by practical and successful business men, and they

are not isolated examples, they denote a trend of thought which is worthy of serious attention and study.

Practical manufacturers and hundreds of others say, and what is more to the point, do things which are forward-looking and human and unusual, and things which they consider good business policy—but no one hears about them in a big way.

Statements showing co-operation seldom get into the headlines, nor become popular in conversation at the present time, but if Mr. Gary throws down the gauntlet to Mr. Gompers, or vice versa, every man who can read sees it the next day, and gives it plenty of word-of-mouth advertising.

On the same day that a well-known manufacturer denounces all trade unions, generally and collectively as scoundrels, rascals and revolutionists, the Communists, many of whom at the present time are leaving our shores on "Soviet Arks" for other climes, tell a different story. A Communist manifesto was found in their headquarters by agents of the Department of Justice and made public by them. Deploing the development of trade unionism, it said:

"The older unionism was based on the craft divisions of small industry. The unions consisted primarily of skilled workers whose skill in itself is a form of property. The unions are not organs of the militant class struggle now. To-day, the dominant unionism is actually a bulwark of capitalism, merging in imperialism and accepting State capitalism."

The "manifesto" admonishes the followers of its party that they "must actively engage in the struggle to revolutionize the trade unions." It adds that, as against the unionism of the American Federation of Labor, there is need for emphasis of revolutionary implications and that:

*"We recognize the American Federation of Labor as reactionary and the bulwark of capitalism."*

The people who want to over-

run our Government by force, in other words, and certain good, substantial, old-fashioned manufacturers, would both like to destroy the same organization. In the meantime, thousands of other firms are not particularly interested in destroying anything; some of them are organizing within their organizations, other recognizing organizations without, but all are working toward the same object—a better understanding of the human element in industry—a sincere desire to co-operate.

#### UPBUILDING THAT FEW HEAR ABOUT

This, I think, will be the trend during the next year. The public will expect and find fights here and there—they won't hear so much of the men who are more interested in co-operation than domination. But competition will hear of them. Just as the man who refused to change his manufacturing processes to conform to the discoveries of steam, electricity or the advent of the telephone and typewriter, found that his competitor was able to undersell him by improved processes, so it is entirely possible in the not too distant future that the same thing will prove true in industrial management, especially in the human side. There is a group of at least eight big manufacturers in Cleveland, for example, who are attracting the attention at least, of factories in other localities by improved methods in management, which have resulted in greatly decreased labor turnover and greatly increased production morale.

They are organizing within—most of them are non-union shops. Other industries, highly organized, closed shops, have set up machinery to make strikes a matter of last resort. Several of these industries have had no strikes over a long period of time, and the union leaders who have been sufficiently progressive to work with the manufacturers in the industry upon which they both depend for a living, are also attracting attention among other labor leaders who have fought instead of co-operating.





## The Busiest Corner in the World

Woodward and Michigan Avenues  
DETROIT, MICHIGAN

So many "biggest" and "best" things have had their origination in Detroit, that it will be no surprise to learn that a check on the vehicular traffic reveals Woodward and Michigan Avenues as the busiest corner in the world—the palm formerly being held by Fifth Avenue and Forty-Second Street, New York.

The automobile, of course, has been a vital factor in the creation of Detroit's busiest corner.

In the motor world, as in other phases of commercial activity, The Detroit Free Press has kept pace and led the field. Its record during 1919 is convincing proof.

During 1919 The Free Press carried **1,390,930**  
lines of automobile and accessory advertising.

—An excess of **120,626**  
lines over its nearest competitor.

The dominance of this newspaper in the motor car world, makes its Show Number, February 15th, a vital point of contact between you and this great busy market.

## The Detroit Free Press

*"Advertised by Its Achievements"*

VERREE & CONKLIN, Inc.  
Foreign Representatives  
Chicago

New York

Detroit

## HIGHLY CONCENTRATED CITY CIRCULATION

### IN NEW ORLEANS

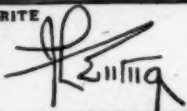
The leading commercial center of the South—the second port of the U.S. A cosmopolitan city—a highly active buying and selling market—responsive to advertising.

Suburban New Orleans is too limited—too scattered to reach economically. Concentrate on city circulation—advertise in the States. You will get more prompt returns at a lower cost.

Want more information?

We'll gladly furnish it.

WRITE



ADVERTISING DIRECTOR

# New Orleans STATES

EVENING

SUNDAY

A well-defined co-operative spirit is growing between employer and employee, between competitive manufacturers, and between various labor bodies. This promises to develop along many new lines in the near future. The railroad brotherhoods last year, it will be remembered, asked for a raise in wages to keep up with the mounting cost of living, and a strike for higher wages was suggested. The Government, through the Attorney-General, indicated that plans were under way to lower the cost of commodities. On January 7 it was announced by the railway brotherhoods that as the drop in prices had failed to materialize, the Farmer-Labor Co-operative Commission had been formed to "co-ordinate and encourage co-operative effort between and among organized producers and consumers, and to unify action in eliminating speculation and profiteering in the necessities of life; to develop intelligence, mutual understanding and good will." In this new kind of effort to secure commodities by a direct route, a new trend is indicated which may have far-reaching results. The head of the railway employees says "an increase in pay will not solve the problem," and makes the further statement that higher wages accompanied by a proportionate increase in prices results in the old "vicious circle." A co-operative bank, and factories in which a portion of labor will become capitalists for a manufacturing experiment, and thus incidentally learn the problems confronting capital, are among the immediate plans of the brotherhood.

The necessity for co-operation has been preached for a year, but now various examples of it are on the way.

Every big manufacturer believes 1920 will be a banner industrial year—"if a new spirit of loyalty and co-operation among factory workmen becomes evident." This sort of interview was given out at the time of the New York Automobile Show by the presidents of several of the largest auto-

mobile companies. All made mention of the crying necessity for this "new spirit."

This spirit will come, but it must be two-sided. Many of the manufacturers who have progressed farthest along the road of this successful co-operation accuse other manufacturers of short-sighted stupidity in management. Judge C. B. Ames, assistant to the Attorney-General, takes a beligerent attitude on the question. He says:

"Innocent by-standers have stood by too long. The public now must take both capital and labor by their necks and compel them to settle their differences fairly and without so much inconvenience to the public. Labor is fighting for what it believes to be right, while capital is fighting for power."

He further asserts that John L. Lewis and William Green of the United Mine Workers are better citizens than Judge Gary. Judge Ames, I believe, makes the same mistake that the labor minority does in making blanket statements. One type of capital may be fighting for more power, but another kind is making fast time along the road of progress.

#### THERE IS, MOST ASSUREDLY, A COMMON GROUND

Sir Edmund Walker, president of the Canadian Bank of Commerce, in an interview in *Business Methods* sees prosperity ahead for his country on the sort of platform which I have so often suggested in these columns.

"Our future will be more assured if we realize that we have to face troubles regarding the constitution of society such as we have never encountered before on this continent. The outcome should not depend upon the attitude of labor alone, but if it does and a council of sane labor leaders does not govern the results may appal us. The result can be enormously influenced and better relations can perhaps be permanently established by a common ground being reached in some matters between the employer and

*those employees who are not revolutionary in tendency.* This common ground, however, can only be reached by a change in the attitude of the majority of employers. Perhaps the main point at issue is: To whom does the profit in an industrial enterprise belong after providing for the cost of raw material, the rent, interest on cost and the depreciation of factory and plant, the cost of management and of labor, the normal return on capital or the interest on borrowed money, and any other proper items of cost?

"A certain type of capitalist will say that it clearly all belongs to him because the enterprise is his, while some labor leaders will claim just as positively that it belongs to labor because without it the enterprise could not succeed. I am not about to offer an answer, and I realize this is about the hardest problem we shall have to adjust in the future. I merely desire to suggest that if any part whatever of this profit based on a wide and liberal construction of that new system of economy measured by the unit of a man rather than by the unit of a dollar belongs to the working man, it should be conceded by the employer and not be reserved until it is obtained by the force of strikes or by other violence."

The creation of a national industrial tribunal, as suggested by the President's second industrial conference, did not meet with the approval of either manufacturers or organized labor. The regional boards are Hague Tribunals which do not function until war breaks out. Sane men in the ranks of both "capital" and "labor," so-called, are apt to get together for constructive co-operation long before any set plans or compulsory arbitration boards start working. In the meantime, with salesmen being told to slow down until production catches up, it becomes more and more the function of advertising men and salesmen in all localities to sell the idea of co-operation, with thumbs down on intolerance and the calling of disagreeable names. If labor and

capital can co-operate, the customer who pays them both their profits will have far more good will for both; with greater production as the result of co-operation he will be able to buy goods at a fairer price. And advertising will have its banner year.

### A Poor Year in Packing

The packing concern of Swift & Company made profits of 6½ per cent on its average capital stock and surplus, according to a statement made in Chicago last week by Louis F. Swift, the president. Mr. Swift said that after paying dividends of 8 per cent the company had transferred \$3,806,721.34 to surplus account. Total sales were given as in excess of \$1,200,000,000 with an average profit of 1.15 cents on each dollar of sales. The year's net earnings were given as \$13,870,181.34.

Mr. Swift in his report called attention to the fact that 1919 had been one of the poorest years in the packing business. The drop in earnings, he said, had been caused by a shrinkage in inventory values.

Mr. Swift also pointed out that the present wholesale prices of meats were much lower than they were a year ago, and lower in proportion than any other food products. The report intimated that the recent agreement with Attorney-General Palmer whereby the packers should quit selling groceries and allied lines would not have a great deal of effect on the packers' business as a whole. Mr. Swift said that the canned goods and similar articles did not aggregate more than 3 per cent of his company's total business.

### Coca Cola Stock Offered to Savings Depositors

The Trust Company of Georgia recently advertised in the Atlanta newspapers an offer to the first thousand new accounts opened in its saving department during the month of January. Each person who deposited a total of not less than \$40 and multiples thereof up to \$200, and permits such funds to remain undisturbed until July 1, 1920, gets one of three options:

(1) To continue the account or withdraw it, together with accumulated interest at 4 per cent; or,

(2) To take not to exceed a total of \$200 of United States Victory 4½ per cent bonds, with all coupons, maturing after June 15, at par flat, or one \$50 bond for each \$50 deposited during January, 1920; or,

(3) To take not exceeding five shares of Coca Cola common stock, including any dividends payable after June 15, 1920, at the rate of one share for each \$40 deposited during January, 1920.

Each new depositor has the option of determining between June 15 and June 20, 1920, which of these settlements he desires.



**R**eaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

## Textile World Journal

*Audit Bureau of Circulations.  
Associated Business Papers, Inc.*



**BRAGDON, LORD & NAGLE CO.**  
334 FOURTH AVENUE, NEW YORK

# Announcing anAc

**O**N September 1, 1919, the new (and present) management assumed complete control of The Red Cross Magazine for its exclusive owners and publishers, The American Red Cross.

On that date the subscribers to the magazine totaled approximately three quarters of a million. These subscribers had been secured on a war basis, as subscribing members of The American Red Cross.

The fundamental mission of the new management was to put The Red Cross Magazine on a bed-rock, peace-time business basis. To this end, it started, in September, 1919, soliciting subscriptions only on the merit of the magazine, subscription membership in The American Red Cross having been abolished as of September 1st.

**T**O-DAY, after four months of effort along these merit-only subscription-getting lines, the management announces that The Red Cross Magazine is now assured of an absolutely sound monthly circulation of not less than a quarter of a million subscribers for the year beginning February 1, 1920.

In other words, The Red Cross Magazine now has a bed-rock, peace-time merit circulation of 250,000 to offer the advertisers of America, and henceforth its business propositions to advertisers will be made on this circulation of a quarter of a

# nAccomplishment

million subscribers who are taking the magazine for its own sake.

**A**S A MATTER OF FACT, for the first six months of 1920 the actual circulation of the magazine will be many tens of thousands in excess of 250,000 per issue. This excess, made up of old subscribing-membership circulation, will not be charged for. Unquestionably, this excess is valuable; it has paid our mail order advertisers consistently.

But our primary object, ever since assuming the management of the magazine, has been to build this bed-rock, peace-time merit circulation, and to offer the magazine to advertisers on that sound basis, at the earliest possible moment. We repeat—we can, and now do, announce this accomplishment, and we offer The Red Cross Magazine to the advertisers of America on this straightforward business foundation.

## The RED CROSS MAGAZINE

(Owned and Published by The American Red Cross)

124 EAST 28th STREET  
NEW YORK

### Representatives:

JOSEPH J. LANE, 638 Little Building, Boston  
COLE & FREER, People's Gas Building, Chicago  
E. H. KIMBALL, Crocker Building, San Francisco

Advertising rate, \$640.00 per page; \$1.50 per line



# 1360

## Living Testimonials

Every advertisement in the Telephone Directory that has appeared in more than one issue is a living testimonial of the Telephone Directory's business getting value. If it didn't prove its worth in the first issue it would never appear in the second.

1700 advertisers use the New York City Telephone Directory, and 80% of them renew or increase their space issue after issue. This book has the capacity to serve you just as well as it does these 1700 advertisers.

Write today for full particulars.



**NEW YORK TELEPHONE COMPANY**

*Directory Advertising Department*

15 Dey Street, New York Telephone Cortlandt 12000

# Institutional Advertising, Not for the House, but for the Product

Hyatt Roller Bearing Company Begins a Series of Double-Page Spreads Which Is to Sell the Idea Behind the Institution Rather than the Institution Itself

By C. P. Russell

**I**NSTITUTIONAL advertising, as its name implies, is customarily designed to sell the institution. An institution—in an advertising sense—may be defined as a successful, growing concern. But it is possible to advertise the successful idea behind an organization, as well as the organization itself. This is a method adopted by the Hyatt Roller Bearing Company, which has started a series of double-page spreads in three weeklies of national circulation, all of which are calculated to promote the prestige of Hyatt roller bearings.

The series opened the first week in the year with a new touch put on the old scheme of running a portrait of the founder and a cut of the plant. The title of this advertisement is "How an Idea Became an Industry." The left-hand page shows a cut of the inventor and founder, John Wesley Hyatt, inserted in a layout whose background is a high-light engraving of a wash drawing of the main plant at Newark. In a cut-out panel below the portrait, we read an extract from "Who's Who in America," containing the information that Mr. Hyatt's first patent was of a knife grinder in 1861; that he discovered the method of dissolving pyroxylin under pressure, and with his later brother, I. Smith Hyatt, invented celluloid; that he invented a water purifying system now in use in 1,000 places in the United States; that he invented the Hyatt roller bearing and organized the Hyatt Roller Bearing Company of Harrison, N. J.; that he invented the lockstitch sewing machine for sewing belting; that he invented a machine for squeezing juice from sugar cane; and has recently

patented a new method of solidifying American hard woods.

On the opposite page is a cut of the bearing, together with a brief description of it, and one hundred and fifty words or so of copy, in which we read the following:

"Years ago John Hyatt needed a reliable bearing for a new sugar cane mill which he had created, and the Hyatt Roller Bearing successfully meeting his needs, proved a far greater achievement than he anticipated.

"Conceived by a mind which ranks high on the honor roll of inventors, the idea of the Hyatt Bearing has borne great fruits.

"It has developed into the largest plant in the world making roller bearings exclusively.

"Many millions of Hyatt Bearings are now manufactured annually.

"Their use has extended to practically every class of machinery and every form of transport where efficient, dependable bearing performance is demanded.

"They are operating in mammoth industrial plants—in mine cars and factory trucks—in farm tractors and implements—and in millions of motor cars and trucks."

The purpose of this advertisement was to establish a sort of ground work for the rest of the series. It establishes Hyatt roller bearings as the outgrowth of an idea put in tangible form by a seasoned inventor and business man, and is, therefore, calculated to impress upon all readers a sense of prestige.

The second advertisement in the series will lay emphasis upon the vision of John Wesley Hyatt as now being realized, and will go into some detail as to how the roller-bearing idea was developed

from the original cane mill invention.

The third advertisement will point out the volume of business now being done by the company—more than fifteen million bearings a year—and the widespread uses to which they are nowadays devoted, not only in motor cars and trucks, but in industrial machinery.

From this point on, further advertisements will point out the part that roller bearings play in modern life, what they do for the average man, and suggestions as to their manifold uses.

These advertisements are, needless to say, not designed to acquire customers among reader-consumers but to keep manufacturers sold on Hyatt Bearings.

Another purpose is to establish Hyatt roller bearings as an institution in the public mind. It is not intended that they should stimulate consumer demand, because the average man in the street is not a user of Hyatt products, but to create consumer acceptance.

To illustrate: The prospective purchaser of a motor car, when he goes into an automobile sales-room, cannot be expected, provided that all the other parts of the car are satisfactory, to reject a machine on the ground that it is not fitted with Hyatt bearings. But provided he has been convinced by consumer advertising that this bearing is a superior and worthy product, when he is informed that the car at which he is looking contains them, the car obtains additional prestige in his mind and he is, therefore, all the more likely to buy. The Hyatt advertising, in short, is not intended to advertise the house so much as the product.

By and large, the present advertising of the company in consumer publications is intended to sell the prestige that is lent to a manufacturer's product by the installation of Hyatt bearings. It is a development of the plan followed by the company when it first sought to introduce its bearings into industrial trucks.

A few years ago the industrial hand truck was a cheaply constructed affair costing from \$15 to \$25. It ordinarily wore out within a few months. Users of such trucks were accustomed to having them wear out within such a period, and therefore the price was the only consideration. It was the problem of Hyatt to sell them on the idea of long wear and durability. The bearing, when installed, added 50 to 75 per cent to the cost of the truck, but the Hyatt company could counteract the temptation to buy the cheaper article by showing the user that it would extend the life of a truck several years, as against its usual life of a few months. The company, therefore, laid emphasis on the idea of better bearings.

Being successful in converting users of industrial trucks, the company next brought arguments to bear on the manufacturers of textile machinery. Here, again, emphasis was laid on the idea of better bearings. And so widely was the idea of improved machines accepted, that it was found that manufacturers, once they were brought to the point of installing Hyatt bearings, also put into effect other improvements long contemplated but previously deferred on account of a fear of inability to meet competition in the matter of price. However, the machinery manufacturers soon found that quality and durability are apt to outweigh mere lowness in price.

The company believes that much of its success is due to the fact that it has been a booster for progress and progressive methods. It has found that the suggestion of progress will always find acceptance among progressive men.

### A Business Paper's Copy Service

The New York Business Publishers Association will hold the second of its educational meetings on January 26, in connection with a dinner at the Automobile Club at 6 P.M. The general topic of "Service" will be sub-divided to include "How a copy department functions"; "How good copy service helps the salesman" and "How good copy service helps the advertiser."

# The Dominating Evening Newspaper in Des Moines

Last year The Des Moines Evening Tribune carried a million and a quarter lines more advertising than its nearest evening contemporary (six issues a week). The Tribune was first in local merchants, first in national and first in classified advertising.

## THE EVENING TRIBUNE

The Tribune is now selling thirty thousand copies daily in the city of Des Moines (population 140,000). The Tribune proves a 27% lead in city circulation and the largest evening circulation within a fifty mile radius of Des Moines.

### December Circulation (net paid averages)

DES MOINES REGISTER.....	61,720	} 113,026
(morning)		
EVENING TRIBUNE.....	51,306	
DES MOINES SUNDAY REGISTER..	81,777	

*Members A. B. C.*



## The Tail Wags the Dog

**F**AR away along the roadside is a dilapidated sign—its message effaced.

In the window of a broken-down retail store is a splendid trade-mark, fly-specked and surrounded by junk.

On the counter is a once beautiful display case, now used for an alien product.

Is any one of these yours? Mere details—yet with a distinct mission. Details such as these wag the institution—the tail wags the dog.

Send for our circular.

**Bert L. White Company**

*Dealer Development and Sales Promotion*

1215 to 1227 Fullerton Avenue

Chicago, Illinois

# A Campaign That Cashes in on Other Firms' Trade-Marks

Lamson Conveyors Are Linked Up with Bevo, Stetson and Other Nationally Advertised Products

**I**F your product is used in the manufacture of other advertised merchandise, the results of your campaign can be multiplied by skilful association with these products and alliance of the trade-marks. This is the philosophy behind the new campaign of The Lamson Company of Boston. One of its recent advertisements shows an enlarged Stetson hat riding upon a Lamson gravity conveyor. Others illustrate a bag of Gold Medal flour rising up on a vertical elevator; a gigantic bottle of Bevo; or a package of Gulden's mustard with its familiar paddle, being handled by Lamson conveying machinery. A typical piece of copy reads:

"The hat factories of the John B. Stetson Company are among the largest and most complete in the world, and they are equipped with a Lamson System of Mechanical Messengers and Conveyors.

"This Lamson installation saves its cost every year. It is in constant operation during working hours, handling many tons of material. It does work formerly done by hand and does it far better. It occupies no valuable floor space, running overhead out of the way."

Former advertising had been along the line of argumentative copy to develop the need for conveyors, for industrial conveying is still in its infancy. "Ten Thousand Footsteps You Might Have Saved," "Stretch the Hours between Whistle and Whistle," are suggestive of the type of copy which was formerly used (and which brought good results). The Lamson organization, however, has been better known for its accomplishments in the store service field than industrial, and it is to impress upon industrial prospects the big things that Lamson has done with industrial conveying

that the new campaign is undertaken.

It is, of course, a testimonial campaign, though without direct quotation on the part of the user; and in this respect is similar to many other campaigns in the technical field. It differs, however, on one important point, in that the user's product is utilized as a means of drawing attention. The Gold Medal bag is familiar to everyone, but to see it on a moving elevator excites curiosity. No one would be surprised at a Stetson hat upon the head of its wearer, but to show it upon a Lamson conveyor arouses a degree of wonderment as to what it is all about.

To prevent the ads being mistaken for those of the user's product, the words "Lamson Conveyors" in distinctive, uniform lettering appear at the top of each page. The advertising is running in national publications.

One of the series omits the name of the user and fails to reveal the line of business. But this is easily explained when one views the advertisement; for it illustrates a closed box upon a conveyor with a great question mark and the headline "He Swore Us to Secrecy for a Year." The copy runs:

"We cannot tell the name of the product in this case. Some time ago we installed a Lamson System in the plant. It made possible an entirely new procedure in an old industry—and that new procedure saved over five per cent of manufacturing cost. No competitor could make that saving until that procedure was copied. Hence the need of secrecy."

The Lamson Company feels that this association with nationally advertised products is doubling the effect of the advertising; for the nationally advertised trade-marks of the users bring confidence in the Lamson name.

## Advertising Is Equipping the Farmer's Home

Survey in Iowa Township Indicates Wide Range of Manufactured Commodities That Are Being Purchased—Farmers Seek Quality in Goods They Buy Rather Than Cheap Prices

By E. T. Meredith

President of the Associated Advertising Clubs of the World and publisher of *Successful Farming*

A CAREFUL survey was made by the Iowa State College of Agriculture of one rural township in the State of Iowa. The result of this survey was published in a bulletin of over fifty pages, so I cannot possibly give you a comprehensive synopsis of it.

A few of the facts developed, however, were that there were 802 persons living in this township, that there had not been a divorce or divorce proceedings in the township for years.

There are 142 farm homes in the township and the average size of each farm is 151 acres.

40 per cent of all the farm homes have running water.

33 per cent have bathtubs.

34 per cent have indoor toilets.

11 per cent have electric lights.

33 per cent have gas lights.

48 per cent have power washing machines.

26 per cent have electric or gas irons.

54 per cent have carpet sweepers or vacuum cleaners.

50 per cent have furnaces, hot water, or steam heat.

93 per cent have telephones.

40 per cent have refrigerators.

20 per cent have gas cook stoves.

33 per cent have oil cook stoves.

33 per cent have sleeping porches.

56 per cent have pianos.

Portion of an address before the Farm Paper Conference and Demonstration, New York.

125 of the homes have an average library of over 100 volumes.

Certainly this gives some indication of the immense market there is in equipping these farm homes throughout America.

In approaching the farmer it is my feeling that one should be absolutely positive that he is offering a real service. He need not be afraid of the price he charges so long as it is a fair price. He need not be afraid of the quality he furnishes so long as it is a good quality. But the farmer is prone to see that he gets his money's worth, and he has long since been educated to the fact that in most instances he gets more for his money by buying a good grade than a cheap grade.

### Boston Export Round Table Officers

The officers of the Boston Export Round Table, recently elected for the year 1920, are: Honorary chairman, Walter F. Wyman, The Carter's Ink Company; chairman, Henry H. Morse, Regal Shoe Company; acting secretary, Harry W. Hanson, J. C. Haartz, Inc.; and a new member of the executive committee: H. E. Cushman, president of the Morse Twist Drill and Machine Company; chairman of press committee, Harry E. Olsen, *The Export Recorder*, Boston.

### Webster Agency Formed at St. Louis

The Webster Advertising Service has been established at St. Louis by G. M. Webster, recently advertising manager of Scruggs, Vandevort & Barney, department store, St. Louis, and T. M. Webster, recently a member of the advertising department of the Koken Companies, Inc., also of St. Louis.

### Seelye & Brown Agency Has Three New Accounts

The advertising accounts of the Citizens Bank, Akron, Ohio; Fenton-Corrigan-Brown, stock and bond brokers, Detroit; and Powlok, Cleveland, have been obtained by Seelye & Brown, Inc., Detroit.

### Burnham & Ferris Get J. & B. Mfg. Co.'s Account

The advertising account of the J. & B. Mfg. Co., of Pittsfield, Mass., manufacturer of Ford accessories, has been placed in the hands of Burnham & Ferris, New York advertising agency.



# The Des Moines Capital's Biggest Year

In 1919 The Daily Capital and nine months of the Sunday issue published more than one million lines more advertising than any other newspaper in Des Moines. Here are the total figures in agate lines for all of the Des Moines newspapers:

CAPITAL—Evening and Sunday.....	9,130,086 lines
2nd Paper—Evening Only .....	8,099,098 lines
3rd Paper—Morning and Sunday.....	7,857,220 lines
4th Paper—Evening Only.....	4,688,874 lines

In connection with the figures for the Capital, it should be borne in mind that they include the Sunday Capital for nine months only.

With respect to the second paper,—all classified, all foreign, and nearly all bank, automobile and transient advertising is re-run from the third paper on a combination rate.

The Des Moines Capital is the only Des Moines newspaper that does not publish medical advertising.

The guaranteed net paid circulation of the Daily Capital (Feb. 1st) is 60,000. The guaranteed net paid circulation of the Sunday Capital is 40,000.

## The Des Moines Capital

*Evening and Sunday*

LAFAYETTE YOUNG, Publisher

New York and Chicago Representatives:

O'MARA & ORMSBEE, Inc.



*An*  
**ANNOUNCEMENT**  
*to Advertising*  
*Agencies*

With the presentation of new rates effective January 19th, 1920, the announcement is made that the DRY GOODS ECONOMIST, DRY GOODS REPORTER, DRYGOODSMAN and PACIFIC COAST MERCHANT will pay an agency commission of 15 per cent on all orders placed after that date.

Nearly ten years ago, after conference with a number of representative agency men, who endorsed the proposed policy, these publications discontinued agency commission.

This was done because the then growing idea of service charges by agencies seemed to indicate an imminent change in agency system and also an ultimate change of publication advertising rates to a net basis.

The anticipated changes have not come.

The publishers of the above papers feel they should no longer stand outside the accepted order of things by quoting net rather than gross



rates, thereby complicating the quotations and bills of the agent and his client.

There are other important factors in the adoption of the gross quotation plan.

During the year previous to the discontinuance of commissions, less than 5 per cent of textile business in these papers came from advertising agents. At present, with a doubled gross business, nearly 25 per cent comes from agents, despite net rate quotations.

Ten years ago the business press received little consideration from advertising agencies which were not then generally sold on trade work. But that situation, too, has changed.

The increasing appreciation by all advertising men of the buying and selling power of wholesalers and retailers, the marked development of the merchandising phase of agency work, and the growing and more efficient use of the business press have produced sounder textile advertising, and now make the reciprocal recognition hereby announced both a pleasure and an obligation.

**DRY GOODS ECONOMIST**

NEW YORK

**DRY GOODS REPORTER**

CHICAGO

**DRYGOODSMAN**

ST. LOUIS

**PACIFIC COAST MERCHANT**

SAN FRANCISCO

Rate cards will be mailed.

## *The Thompson House Magazines*

Serving all interests to which a House Magazine will apply. In several forms, according to their purpose:

1. A syndicated monthly sold to but one concern in any given industry. Distinctively individual as to title page and institutional matter; the general articles high-class treatment of topics of the day.



An economical means of keeping in touch with patrons and of missionary work upon prospects.

2. An original illustrated monthly, individual to the concern issuing it. Distributed to jobbers and their salesmen, to traveling men, retailers and to the consumer. An ideal issue for concerns desiring a regular and exclusive service of wide range.
3. An employees' magazine of monthly issue devoted to the personnel and office or shop news of a concern. Invaluable in promoting mutual interests developing a spirit of co-operation and in maintaining an *esprit de corps*.

The entire production—editorship, illustration, printing and distributing—originated and carried out on time, and in harmony with the client's principles and aims.

*Particulars without obligation to executives  
applying on their letterheads*

GEORGE SETON THOMPSON COMPANY

*Sales Promotion Literature*

120 W. Polk Street

Chicago, Ill.

# Selling the Jobber a First Order

Wholesale Firms Want to Know Results of Test Campaigns Before Stocking a Brand with Which They Are Unacquainted

By John M. Schlachter

With R. A. Bartley, Wholesale Grocer, Toledo, Ohio.

A QUARTET of salesmen, representing as many large, enterprising manufacturing concerns were swapping stories and relating personal experiences in the lobby of a Mid-West hotel.

"Does your firm sell So-and-so, the wholesale grocers?" said one.

"Sell 'em oodles of goods every year," was the reply.

"I've tried to but can't even get a foothold," the first continued.

"I can't understand it; must be my own fault; guess I'll have the president of our company write them a straight from the shoulder letter, weaving in the 'seven essentials,' as some buyers call them."

"What do you mean by the seven essentials?" asked a third drummer.

"Well, I'll give you what a buyer for a big jobber calls his acid test requirements. Mind you, I am not authority for these nor do I think that he intended to establish a precedent but he did originate them for his own guidance and perhaps they are worth repeating. Anyhow, here they are:

"Merit of product.

"Utility—does the product fill a need?

"Style of package and design.

"Cost delivered to jobber.

"Resale price and percentage of profit.

"Extent of advertising to be done.

"Specialty work to be done."

Probably every buyer or purchasing agent has worked out for himself rules somewhat similar which he follows pretty closely and which he has found by experience to be a safe guide. But back of all this lies perhaps the deciding factor not usually enumerated among the product requirements and which to my mind is the all-important one. Products may fulfill in a general way

all necessary requirements and impress the distributor favorably, but how about the firm manufacturing the goods? Is it reliable? Can it carry out its obligations? Can it be depended upon absolutely? I believe that Bradstreet and Dun are consulted almost as often to ascertain whether a firm offering a line of merchandise is sufficiently strong financially (and that usually implies reliability, to make good and carry out its selling obligations contracted) as to find out if a customer is a good credit risk.

THE "SEVEN POINTS" WOULD HAVE PREVENTED THIS

A distributor in the Central States took on the selling agency for a new and promising wooden roller washboard. Tests and demonstrations tended to strengthen the opinion that this article would prove a boon to the weary washerwoman and her sister the woman who does her own washing. First trip over their territory the jobber's salesmen disposed of a carload quickly. A second car sold well up to about half. By that time the washerwoman had found all of the defects and shortcomings in the new invention and was returning it to her grocer with sundry unpleasant remarks. That merchant lost no time in passing the buck to the wholesaler and that distributor and exponent of the marvelous new invention attempted to pass his troubles along to the manufacturer. But, here is where the pass stopped. Various and many were the attempts to unload this lot of goods and I believe they were offered free to certain homes and asylums, and if a catastrophe had not destroyed them he would probably still have almost two carloads of wooden-roller washboards.

Every jobbing firm can produce plenty of similar experiences to support its contention that it is seldom wise to jump in and hook up with a new line unless in addition to fulfilling all of the usual requirements the new product is backed by a company sound financially and sufficiently large to give its goods the proper start in life.

I appreciate the fact that many famous products have been born in a cellar or an attic, like Postum Cereal. But Post did not try to cover the entire country then, but solicited only his home town at the start and later spread out as he grew.

A mighty good test for any prospective manufacturer, big or little, is to take his grip of samples and spend a full day calling upon the retail trade. He will discover more angles and arguments for and against his goods than he could devise in an entire month at home.

A private-brand jobber tried this plan out. His wholesale plant and manufacturing branch is located in an industrial city and enjoys a large volume of business. Not far distant is a larger industrial city and the wholesaler felt that his sales force should sell more of his private-label goods and less of the manufacturers' trade-marked products in that city. So, grip in hand, he started for the luscious market. He tramped about all day in cold and snow and returned with one fair-sized order which his credit manager pronounced doubtful. I do not cite these instances for the purpose of discouraging the beginner but for the sake of emphasizing the fact that most people imagine about all that is necessary to succeed in business or to establish a brand is to announce that you are the bird that owns the label and the public will do the rest. Nowadays a firm must have an efficient selling organization and be capable of conducting an active, intensive advertising campaign, preferably, at the start, within a picked limited territory. Perhaps it would be well to reproduce a letter showing how one

leading food manufacturer does it.

"To the Wholesale Grocery Trade:

"Within thirty days we will announce our new, ready-to-eat cereal to the housewives of the country.

"Quick Oat Food is entirely new in form and flavor. The product is controlled by patent, as is the process, and is the exclusive property of our company. Oats cooked for three hours, yet served in two minutes.

"We have already taken a limited territory and made a thorough advertising test, with the result that a ready demand was quickly created. Quick Oat Food has been on sale in this limited advertised territory for three months and is already a staple standard article in the retail grocer's stock.

"Our advertising plan will be identical with that used in popularizing Puffed Grains. Beginning soon we will distribute enough advertising through the high-class woman's magazines to be sure that every grocery store in the United States having English speaking trade will be affected. We propose at the beginning to put out fifty advertisements per month for each retailer in the country. As to how many customers for each store we can interest with fifty advertisements is merely a matter of guess work. We do know from our test experience that in a very short time every store in city or country will have a number of customers demanding this product.

"The magazines used on the start are a careful selection to bring the widest influence to bear throughout the United States. The sample advertisement we enclose is typical of the interesting copy used. The list of magazines carrying similar Quick Oat Food advertisements appearing next month, follows (they number seventeen). Of course our sales force will give the usual hearty support.

"We want your assistance in the distribution to the retail trade prior to the first announcement's. You may guarantee, if you wish,

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**S**IMULTANEOUSLY with the enforcement of War Time Prohibition, on July 1st, Drug Topics in its issue of that month printed the cover page shown below. Under date of November 18th—four and one-half months later, *The Saturday Evening Post* uses the same idea for its cover. Jerry says: "A fellow who imitates you is a good scout because he can appreciate the good in others and isn't ashamed to admit it."



**DRUG TOPICS**  
89 Fulton Street, New York

Cyrus H. K. Curtis,  
Prop. *Satevepost*,  
Philadelphia, Pa.

January 22, 1920.

DEAR CY:

Any time you are short of new ideas and in need of good stuff, this is to say that you and Geo. Lorimer have my permission to pinch anything you see in *Drug Topics* that you like and feel will help you out of a hole; only next time, if you don't mind, I'd like if you would give me a free ad in your mag. and say "Used by courtesy of *DRUG TOPICS*."

Yours with love,

*Jerry McAnade*



## Announcement

**WE** take pleasure in announcing the election of Stanley G. Swanberg, C. Hugo Levin and Harry H. Gould as Vice-Presidents of this Company, effective January 1, 1920.

## Mallory, Mitchell & Faust

ERNEST I. MITCHELL  
President

(Incorporated)

PAUL E. FAUST  
Secretary and Treasurer

*Advertising and Merchandising Counsel*

Occupying the Eighth Floor of the Security Building  
Chicago, Illinois

Established 1904



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to the grocer, the sale of the initial case. It is only thirty days until the first 15,000,000 advertisements are placed in the homes. We must have a quick distribution. Our output will not permit of large stocks. We can supply twenty-five to fifty cases to each jobber but not more on first orders.

"You can force the distribution of Quick Oat Food with the utmost confidence in the results of the advertising. Will you sell fifty cases to the retail trade at once? If so, let us have your orders.

"Quick Oat Food is packed twenty-four packages to the case and sells to the retail trade for \$3.45. Sample package has most likely reached you before this."

Such a letter coming from a company with a reputation for high business ethics secures the support asked.

You will note that it takes nothing for granted but has already conducted a test campaign that has proved the product has merit and does fill a need. The style and size of the package are right and the price is fair, else the product would have failed. The company, moreover, believes that the advertising campaign is of sufficiently large proportions to create a reasonable demand for the new package at the very outset and is therefore asking for a trial order sufficient to take care of first orders. It realizes that repeat orders will come later and come easier.

Practically all of the new big merchandising successes have been right from the ground up and have answered the requirements of the most exacting. Take Rit and Lux, both new-use goods and a more recent one, Twink, is now coming to the front.

Advertising investigations are quite the thing now and firms with advertising departments that are up and doing make few merchandising mistakes. Their efforts are making it more unprofitable and unpleasant for the merchandising Wallingford to operate in the realms of business.

## Guaranteeing Prices Failed As a Cure-All

The guaranteeing of knit goods prices in the early part of 1919 by selling agents tended to prove even to the buyer that guaranteed prices was not the thing they were after, but rather lowest prices. Following the demands by jobbers that prices be guaranteed some selling agents announced that they would guarantee prices, expecting by so doing to get the business of the jobbers.

What actually happened, however, was that jobbers canvassed the market and placed their orders, or at least as much of their orders as they would place at that time, with the mill that offered the lowest prices regardless of the guarantee feature. Mills that guaranteed prices soon found that they had to follow the market, which was made by the lowest seller and in addition were expected to guarantee, although this was not always insisted on.

A trial of this merchandising cure-all soon convinced the trade as a whole that guaranteeing prices was not what was wanted, but that confidence in prices and in the future was of much more value. Gradually the situation changed with the passing of this artificial market stabilizing influence and after a time the market became stronger through other means.—*New York Journal of Commerce.*

## Picking the Masters to Pieces

THE H. K. McCANN COMPANY  
SAN FRANCISCO, JAN. 7, 1920.

Editor of PRINTERS' INK:

"A cat may look at a king."

If you count phrases as adjectives, Georgie Eliot in her outline of the requirements of style as given on page 43 in *PRINTERS' INK* for January 1, used fifteen adjectives in forty-five words in order to warn the rest of us to be careful about it.

She also introduced a parody and, on the whole, it is impossible to believe that she would ever have gotten by any newspaper or advertising copy desk with this particular sentence.

It would be equally easy to throw a few bricks at the quotation of Herbert Spencer in the same article, which is fairly tough reading.

All that the writer of the article wrote on his own account is grand stuff, and much more profitable. Would it be unreasonable to expect Mr. Herbert Spencer and Miss Eliot to practice what they preach?

C. E. PERSONS.

## "The Nation's Business" Has House-Organ

*The Nation's Business*, published by the Chamber of Commerce of the United States, Washington, D. C., has a house-organ for its staff in *"The Nation's Business Junior."* The first two issues appeared in December.

# Assistance for Advertisers in Finding a Market

Department of Agriculture Aims to Report "Marketable Surplus" as a Guide for the Formulation of Advertising Plans

IT is not often that a department of Government sets out to make itself or any of its activities of special and direct value to national advertisers, but this innovation may be almost claimed for a proposed plan of the Department of Agriculture.

The case in point is the request of the Secretary of Agriculture that Congress increase by \$550,000 the sum available during the twelve months beginning July 1, 1920, for the maintenance of the United States Bureau of Crop Estimates. One of the reasons given for the necessity of the larger appropriation is the desire to report the "commercial crop" or "marketable surplus" as an assistance to manufacturers in laying out advertising and selling plans.

It does not take much imagination to see how a better and more intensive system of reporting on agricultural yields might be of great benefit to advertisers. Under the new plan, the Government machinery for gathering farm statistics would be placed upon a "county basis." The Crop Estimates Bureau would be in a position to report for the nation as a whole, for any State or States and for any county monthly, or oftener if necessary, such information as acreage to be planted to any particular crop, acreage actually planted, acreage abandoned and harvested, condition of crops and forecast of production, yields per acre, etc. The particular item that many manufacturers would be interested in is that of marketable surpluses and stocks on farms, indicating where the manufacturer could go for the raw material he happened to be in need of.

For instance, the manufacturer of grape-juice is interested not so much in the aggregate yield of grapes in the United States, as

in the commercial crop that will be available for him. Parallel situations may readily be thought of in other lines of industry—canning and preserving, leather, the wool trade, etc.

The proposed report would cover about seventy crops, including various kinds of vegetables, nuts, fruits, seeds, oils, forestry products and nursery stock. On many of these commodities in the past, the national census, taken once in ten years, has provided the only complete survey that was ever made, and of course, it has unfortunately been the case that reports of the census have been so slow in coming through and being compiled that the figures when published have little value for the guidance of advertisers.

Not only is it the ambition of the Bureau of Crop Estimates to make itself of greater use to buyers of farm produce, but it is also planned to compile statistics which will be of primary value to manufacturers of and dealers in farm supplies of all kinds. These figures would include the prices that are being paid in various localities from month to month for farm machinery, equipment and supplies. They would also show which counties are lacking in particular sorts of equipments, and therefore ought to be an especially valuable market for manufacturers of this equipment, provided the locality is adapted to grow the crops for which this particular machinery is made.

One detail of the programme for the next fiscal year contemplates a county enumeration of the number of silos in use. This census would be a guide, on the one hand, to silo manufacturers, looking for prospects, and on the other, to those interested in silo fillers; or other accessories, equipment or supplies.



Rio de Janeiro, the hub of Brazilian commerce, has a population of over 1,000,000. A large amount of their machines, staple products and luxuries is supplied by

the United States. Among importing houses in Rio de Janeiro, the AMERICAN EXPORTER is regarded as the Buyers' Guide for American products.

Rio is but one of many commercial centers. The 1400 advertisers in the AMERICAN EXPORTER reach *every* foreign market from South America to the Far East.

Send for "Export Advertising Results"

## AMERICAN EXPORTER

Established 1877

17 BATTERY PLACE

NEW YORK

**This  
Booklet**



**Tells Manufacturers how to get  
distribution in**

**DRUG-GROCERY**  
and other retail stores of  
New York City.

**Write for complimentary copy**

**State product, firm and  
individual interested**

**Address -**

**Trade Aid Department of  
New York City Car Advertising Co.**

**225 Fifth Ave. - Tel. Madison Sq. 4680**

**Jesse Winburn, President.**

# Links Bank History with That of City

Merchants' National Bank Makes Most of the Part It Played in New York History in Interesting Series of Advertisements

By Helen A. Ballard

"HISTORY as a Source of Advertising Ideas" is a subject that has been often treated in the editorial columns of **PRINTERS' INK**. And history as the basis of an advertising campaign is not entirely new. But whenever any business organization comes to the front with a campaign which makes use of history in a new way it is always worth noticing. When a bank does it, interweaving its own history with that of the city in which it is located, history which is of national as well as local import, it is pretty sure to attract wide attention, especially in these portentous times when we are looking both forward and backward in order better to steady our gaze upon the present.

Residents of New York have been recently discussing an interesting series of advertisements that has been appearing in New York papers over the name of the Merchants' National Bank. The proof that they have provoked much comment is shown by the letters and other communications that have come to the bank since the campaign was started some weeks ago. These communications show that while history is a good source for advertising ideas it is also a popular subject with readers when it gives valuable information regarding the historic landmarks or personages in the city in which they live. There are probably any number of old institutions of one kind or another, business or otherwise, that could use this particular slant to advantage and stir up a great deal of enthusiasm over forgotten facts and places.

The Merchants' National Bank of New York, the third oldest financial institution in the city, has always played up its history and

its part in the history of the Wall Street section at bank meetings and conventions when it has exhibited the old ledgers dating back to 1803, when the bank was founded, ledgers containing the debit and credit accounts of those early merchants who chatted about business conditions in the Tontine Coffee House at Wall and Water Streets more than a century ago. It has pointed with pride to the pages which show the accounts of the two illustrious rivals, Alexander Hamilton and Aaron Burr, both of which were occasionally overdrawn. It has issued artistic booklets for distribution among its depositors and friends, giving something of the history of the bank itself, but never before has it come out with a logical and aggressive campaign linking up some bit of the history of the bank with the contemporaneous history of the city as it now does in each advertisement.

The reasons given for the present campaign by one of the officers of the Merchants' National Bank are that the bank's officers on deciding to undertake advertising on a bigger scale than ever before, felt that when the public is looking for a financial institution to tie up to in a business way it has confidence in the one which has passed successfully through the vicissitudes of the past and has grown strong with age, that history is always interesting to most intelligent people, and that now, especially, it has a new significance. That the best way to stimulate old friends to thinking more about their bank and to attract new accounts was to feature the age and strength of the organization by tying it up to the history of the city and country. They believed that advertising,

put out in an attractive form and an interesting way, brings returns for a bank just as surely as it does for any commercial commodity.

Headed by a picture of Wall Street, looking west from William Street, in 1803, the initial advertisement in the historical series was chiefly a statement of the opening of the bank and a list of

lecting historical data of all kinds for permanent use, and they have sent in contributions. Among some of the first letters received were letters from Daniel Webster to his son, in which he referred to having over-drawn his account in the Merchants' Bank by \$200. The letter read:

"I have written Porter Wright that you would let him have \$100

—I have not one cent. I am, besides, over-drawn at the Merchants' Bank \$200. Could you, and our ever-kind Mr. Hervey, raise me \$500 on my acceptance, payable here at 60 or 90 ds? Pray lose no time in letting me know, as I fear I shall fall into a bog.

"Yrs., D. W.

"I am glad you are going to celebrate the 4th. Make something of it."

The second advertisement in the series showed a photograph of Oliver Wolcott, the first president of the Merchants' Bank, 1803-1804, and gave a paragraph history of his life. This advertisement brought out two original letters written by him to Rufus King, Esq., Minister Plenipotentiary of the United States at London. The letters were written from Philadelphia and were dated November 15, 1796, and October 4, 1799. Each is full of the political gossip of the times and one refers to the probable election of John Adams to the Presidency.

A slight error in one of the advertisements brought in numbers of letters referring to it, and offering the correction—proof that the advertising is being read more than casually. The advertisement giving a picture of Bowling Green in 1815—"Originally a 'green' for



BOWLING GREEN, in 1815

Originally a "green" for the game of "bowls," Bowling Green became the first park in New York City—the centre of the residential section of its day. Oliver Wolcott, first President of the Merchants' Bank, lived in Pine Street, a scant half-mile from the Green, and even nearer the Bank, Joshua Sands also lived in Pine Street. Peter Jay Munro, one of the early Directors, lived at 36 Broadway; Henry I. Wyckoff at 6 Broadway; Robert Troup at 44 Broadway; Robert Gichrist at 3 Soane Street; Charles L. Cammann at 22 Broad Street.

## Merchants' National Bank of the City of New York 42 WALL STREET

RAYMOND E. JONES <i>President</i>	HARRY T. WALL <i>Vice-President</i>	FRANK L. MILTON <i>Vice-President</i>
OWEN E. PAYNTER <i>Cashier</i>	IRVING S. GREGORY <i>Asst. Cashier</i>	

### BOARD OF DIRECTORS

NICHOLAS F. BRADY	J. E. ALDRICH, <i>Chairman</i>	WILLIAM F. NEW
THOMAS E. BURTON	RAYMOND E. JONES	CHARLES E. POTTS
ARTHUR V. DAVIS	HOWARD C. LEVY	CARL E. STURMANN
BERNHARD FARKS	ARTHUR G. MEYER	GEORGE HARRISON

QUAINT, OLD-FASHIONED ILLUSTRATIONS HELP TO GAIN  
ATTENTION FOR THIS ADVERTISING

the prominent men of the day who made up its board of directors. From the appearance of this first advertisement the interest in the series was evident. Letters began to pour into the bank bringing bits of historical data, old cancelled checks, inquiries about the advertising, comments varied and valuable from a business point of view. An interesting thing about these results is that many readers have taken it for granted that the bank is col-

lecting historical data of all kinds for permanent use, and they have sent in contributions. Among some of the first letters received were letters from Daniel Webster to his son, in which he referred to having over-drawn his account in the Merchants' Bank by \$200. The letter read:

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Mr. Waldo MacLean, Business Manager of this Organization, is not an artist.

He is by instinct and training an advertising man with years of manufacturing and agency experience behind him.

It is for just this reason that he is one of the principals of this Company.

When Mr. MacLean talks to you, he speaks with an understanding of your merchandising problem, supplemented by a fine appreciation and practical knowledge of art, and its place in selling.

This advertising viewpoint we like to feel reflects itself in our drawings. A great many of our clients tell us that it does—and that it is of the utmost value to them.

**THE WELANETZ COMPANY INC.**  
2 East 23<sup>d</sup> Street New York City



## International Advertising

**F**IFTEEN years of experience and close association with thousands of foreign media has given us the same insight into them that you possess of the Chicago "Daily News" or the "New York Times."

### J. ROLAND KAY CO. Inc.

FOUNDED 1904

#### INTERNATIONAL ADVERTISING AGENTS

Conway Building, CHICAGO

18 East 41st St., NEW YORK

LONDON: (Associate House)

TOKYO:

John Haddon & Co. (Est. 1814)

J. Roland Kay (Far East) Co.

PARIS:

SYDNEY:

Jégu, Haddon & Roland Kay

J. Roland Kay Co.

Buenos Aires and Rio de Janeiro

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'bowls'—the first park in New York City, and the centre of the residential section of its day, tells the location of the residences of several of the prominent men of the time, and has been welcomed by descendants and friends who have lost their records or who take an interest in knowing old residential landmarks.

The day that the advertisement showing a picture of New York City Hall in 1812 appeared, a man engaged in the iron business came into the bank to inquire about the old iron fence surrounding City Hall Park as shown in the picture. He had been interested in learning its history, thought it came from England, but had been unable to verify his belief and came to see if the bank could give him additional information. Possibly the iron man is contemplating a series of historical advertisements on his own account.

An interesting bit of financial history is embodied in this one topped by a quaint old drawing of the activities of the silk-hatted gentlemen in the Clearing House in 1853:

"The Clearing House, established at 14 Wall Street in 1853, of which the Merchants' Bank was one of the foundation members. In place of the former vexatious method of settling accounts, involving incessant exchange of specie by the Clearing House, the Bank Messenger was enabled to make his settlements and have his 'statements' verified in less than ten minutes. The first exchanges were made on October 11, 1853, and the total for the day was \$22,648,109.87."

This advertisement has moved some readers to look up the exchanges for October 11, 1919, and to compare the figures for the two dates—a difference of \$869,094,703.37, the exchanges for October 11 last being \$891,742,813.24.

This interweaving of bank and city history is not only productive of comment and inquiry along historical lines but it is showing results in new business and an increased interest in the bank among its old customers. It has

put the bank before the public gaze in a stronger light than ever before, and has reached across the continent as shown by the communications from non-residents who subscribe to New York newspapers in which the advertisements have been appearing. The historical facts contained in the advertisements, and parts of the material which the campaign has brought to light from outside sources will probably be compiled and published in book form and distributed among the bank's customers. The bank has material enough at hand for a unique and valuable volume. It will put into permanent form the facts that have called forth so much comment in serial appearance. The suggestion for this permanent form has already come from some of the readers of the advertisements.

#### R. C. Maxwell Co. Officers Elected

At the annual meeting of the stockholders of the R. C. Maxwell Company, Atlantic City, N. J., outdoor advertising, Harry V. Maxwell, who has been a member of the sales department of that company, New York branch, since his return from overseas service, was made a member of the board of directors. At the same meeting the following officers for the ensuing year were elected: R. C. Maxwell, president; C. L. Maxwell, vice president; O. W. Worley, secretary, and F. J. Volz, treasurer.

The annual convention of the branch managers and executives of the operating, sales and promotion departments of this organization was held at Atlantic City on January 3.

#### R. S. Heaton, Wurlitzer Ad Manager

Ralph Seward Heaton, formerly advertising manager of H. & S. Pogue Company, Cincinnati, and who was at one time with Barron G. Collier, Inc., New York, has been made advertising manager of The Rudolph Wurlitzer Company, Cincinnati.

#### H. C. Jackson Leaves "National Farm Power"

H. C. Jackson, recently promotion manager at Chicago of *National Farm Power*, Springfield, Mass., has been made advertising manager of the E. A. Strout Farm Agency, sellers of farm land, New York.

# Trotsky as an Advertising Man

What Mr. Braunstein Learned on His Rides in the New York Subway

THE much advertised Mr. Trotsky of Lenine and Trotsky, international dealers in Soviets, spent many years of his life in New York city. His name wasn't quite so fancy then, and as Mr. Braunstein of the Bronx, his only experience in revolution was his daily fight on a subway express. The *Nation* reports a commuting citizen speaking of Russia in terms of the subway in the following manner:

"This fellow Trotsky carried all kinds of American ideas back with him to Russia. Take the I. W. W., for instance, and things like that. But it looks as if some of our good ideas got into his head, too, and he learned more than he realized. At any rate, it looks that way when you read how the Bolsheviks are going to work to educate all the people the easiest way. What they plan to do is to name all the main streets in the towns over again and then make each of them a place to learn something special in.

"Suppose some main street is named Biography Avenue or Physiology Place or something like that. Well, if it is Biography Avenue, they put up posters everywhere telling about great people in the past, and all anybody has to do is to walk along the street a few times and keep his eyes open, and the first thing he knows he has picked up all he needs to know about biography. Or, if it is Physiology Place, they will have posters everywhere telling about the bones and the muscles and what and how and when and why and where to eat and drink—or not—and soon everybody who goes along that street will get educated in physiology. That looks like too good an idea for a wild man like Trotsky, and the chances are he got the first hint for it in this country.

"Come to think about it, it may have been the subway. Trotsky,

as everybody knows, lived up in the Bronx, and he had to go all the way to the lower East Side every day to his work, whatever it was. He must have read the advertisements in the subway. Really, they work that way. Now, you take any average American man and let his wife send him to the grocery to buy baking powder, and if the clerk asks him what kind he wants he won't even know there is more than one kind—if there is. Advertising did it. And you line half a dozen average American men up against a stone wall and tell them they'll be shot if they can't tell you more than one kind of collar or one kind of rubber heel or one kind of perfume or one kind of cod liver oil or more than maybe two kinds of garters, and the result will be about five widows—because one of the men was probably a bachelor anyway. Same way with the women. Any man who lost his voice and didn't know how to write and let his wife or his girl buy his cigarettes for him would have to smoke the kind that father used to smoke in the good old days, or something like that. You can't get away from it.

"And yet in a way this fellow Trotsky turned a pretty clever trick that time. Come to think of it, advertising and education are a good deal alike, only you remember what the advertisements tell you because you keep on studying them and can't forget them like the things you learned at school. These Russians are nothing but children, and so you have to keep on teaching them to the end of their days."

All of which would indicate that there are jobs for advertising men under any system of society. But where on Physiology Place would there be room for shaving cream posters, and would a painted display for Smith Brothers cough drops be allowed on Biography Avenue?

# Getting the advertised article under the eye of the Buying Public ---in New England

In Addition to the Recognized Publicity VALUE of the  
Columns of the

**BOSTON AMERICAN**

Every Advertiser is Entitled to the Research and Co-  
operative Assistance

OF THE  
**MERCHANDISING  
SERVICE  
DEPARTMENT**

A highly efficient corps of specialists who are ready at  
any time to function in the following ways for the bene-  
fit of advertisers:

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Routing Salesmen to Retail Dealers in 39 cities and  
towns of Greater Boston.

Introduction of Sales Representatives to Brokers and  
Wholesalers.

Trade Investigation in the Retail and Wholesale Field.  
Window and Counter Display Work.

Publicity in: "Grocer Link."  
"Tobacco Link."  
"Druggist Link."

Profusely illustrated periodicals showing advertising de-  
velopment and matters of sales interest concerning  
"Boston American" space users.

**All of This Co-operation Is FREE to  
Boston American Advertisers**

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## *Advertisers We Have Created*

More than eighty-five percent of our volume of business in 1919 came from advertisers whom we created—*firms whose initial advertising was begun with us.* Naturally this has demanded of us merchandising knowledge, research, and all-'round advertising ability unknown to agencies which merely "place" well-established accounts.

The essentials of our method of serving advertisers are outlined in the booklet "*How to Judge an Advertising Agency.*" A copy will be sent you on request.

**J.H. CROSS** CO.

General Advertising Agents  
214 South Twelfth Street - Philadelphia, Pa.

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# Far Vision Needed in Merchandising Abroad

It Is Not Only Good Business But Also a Debt We Owe Our Allies, to Help Them Re-establish Themselves Commercially

By Amos Stote

THERE was once an organization well fitted to be the absolute leader of its field. The product was top notch, personnel was good, the sales force alert, and finances sound. It looked like a real winner in its line, but it had one liability which held it back and eventually made it a second-rater—its members played politics. We have all seen it happen—we have watched the man who lost sight of the fact that the only person who could help him or hurt him was himself—we have seen that man put personal ambition above the good of the house and we have watched him hurt himself tremendously. The attitude is usually due to narrowness. The parochial mind has no place in the successful business of to-day—nor in a nation which faces a real opportunity.

Our only danger as a nation lies in our getting in our own way, especially in our attitude toward the rest of the world. From a trade standpoint it is essential that we keep our export outlets open if we do not wish to invite disaster at home. We must do more than merely seek trade, we must help our prospective customer, and build constructively for his good will.

Good will has been written large into the commercial life of America. This force which many an industry considers of greater value than its physical properties, has come to be a recognized and negotiable commodity. Our business men have made as much of this in the domestic market, as they have neglected its strength in connection with foreign trade. Now as never before the American manufacturer should consider good will as having no national bound-

aries. The commerce of the world is destined to become in the near future and, in the truest sense, world commerce. The proof of this was recently brought to our country by the most important delegations of business men ever sent to us by other nations.

Most of us know of the International Trade Conference; some twenty-five thousand American business men came into personal contact with the fifty manufacturers, bankers and engineers who brought news of the needs and opportunities existing in Europe. These men came from France, England, Belgium and Italy. For two and a half months they left the interests which they control, that they might personally give us accurate information concerning present day conditions in their countries.

## THE VISION NEEDED

It is of these conditions I am writing. The war is not yet won. It will not be won until the social and industrial life in the countries of our Allies has been again placed upon a normal basis. For us to neglect these nations now, would be as wrong as it would have been for us to have neglected them during the days of actual fighting. Yet, let it be understood at the start that the duty which lies before us has no element of charity. It is a case of duty and opportunity working side by side. Europe is in need of help and is ready and willing to pay for it. The payment will not be merely one of money, but also of that far more enduring commodity, good will.

In France, for example, industry is hampered through lack of fuel and foodstuffs. Her work-



men can't work without food and her factories cannot operate properly without an adequate supply of fuel. These things and certain raw materials France must have if her reconstruction is to be prompt and healthy. France must also have financial assistance, or its equivalent in credit. Obviously, also, and this applies to all of Europe, exchange must be established on a logical basis or commerce will have to pay the bill.

This help must be given and these conditions righted, if we would maintain our commercial honor. So much for duty. The reward that will come from this work if we carry it through is almost beyond calculation.

Day after day I talked with the French manufacturers, bankers and engineers, who came to this country to attend the International Trade Conference. I asked them concerning the changes which have taken place in the commercial life of their country. Without exception they spoke of France as a new nation. They told of how the loss of a million and a half of their young men, and the disablement of nearly twice that number, had made their business men realize, that the future of France demanded the adoption of every conceivable labor saving device, and every modern method.

They told of cities being rebuilt; of the needs of thousands upon thousands of homes for building materials, for exterior and interior equipment, for furnishings, and for all kinds of modern conveniences. They spoke of stores, thousands of stores, which would have to be, or are being, rebuilt and of the needs of these stores for everything that goes into the establishment of a modern shop. They spoke of factories where every effort was being made toward construction along the most scientific lines; factories in need of machines, of office labor-saving devices and of mechanical methods essential to executive and managerial control.

This country, which suffered most, which gave the greatest number of its men for freedom, on whose soil was fought most of the greatest battles of the world's greatest war, has turned to the work of reconstruction with the same determination and spirit with which it fought for freedom.

#### WHY BELGIUM IS BETTER OFF

What has been said of France might almost be repeated in connection with Belgium. While this compact little country did not suffer the industrial destruction which France experienced, she did suffer, as we know, the practical loss of all national life for a period of more than four years. Yet the reconstruction of Belgium is going ahead more rapidly than is that of any other country in the former fighting zones.

The reasons for this are briefly stated. The industrial centres of Belgium were not destroyed. Hundreds of her factories were stripped of every ounce of equipment, but this equipment, to a very great extent, has already been returned by the Germans. Belgium is chiefly an industrial nation, her population is equal to her acreage, there being roundly seven and one-half million acres to seven and one-half million people. Because of the speedy re-equipment of her factories she has been able to give employment to practically all of her workers, so that the social condition of Belgium is just about as healthy as is that of France and in the latter country, the united stand of labor for maximum production, coupled with national elections which gave overwhelming majorities to progressive-conservative leaders is proof of her determination to devote united energy to the establishment of her economic life.

For years Belgium has been known as one of the most progressive of the European nations in the matter of adopting modern methods and labor saving devices. That her markets for such

# Still Sweeping Onward!

Despite the fact that we have had to omit more than *forty columns* of advertising from both the February and March issues of PICTORIAL REVIEW, *our gain in advertising lineage is unprecedented among all women's magazines.*

	1920	1919	Gain
Feb.	84,800 lines	35,782 lines	49,018 lines
Mch.	85,200 "	53,376 "	31,824 "

Although the April PICTORIAL REVIEW will not close until Jan. 25th, we have already had to refuse more than 50 columns of advertising for this edition. It will carry over 90,000 lines of advertising as compared with 51,700 lines for last April, a gain of nearly 40,000 lines.

## Pictorial Review

*America's Leading Woman's Magazine*

*Over Two Million Copies—20c per copy*

*hue Beare*

Advertising Director

# DOMINATING

## THE

### RURAL AND SMALL TOWN FIELD

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## THE

# HOUSEHOLD JOURNAL

continues to occupy a dominating position among the publications classed as small town "mediums." The figures below are from compilations by The Advertising Record Co. of Chicago.

General Publicity Advertisers are beginning to learn that there is but one "best" way to cover this field.

### TOTAL LINEAGE FOR NOVEMBER & DECEMBER

	LINES
COMFORT - - - - -	28,988
HOUSEHOLD JOURNAL	28,613
PEOPLE'S POPULAR MONTHLY	28,236
HOME LIFE - - - - -	22,131
VICKERY & HILL LIST - -	21,605
HOUSEHOLD - - - - -	18,431
GENTLEWOMAN - - - - -	15,693
AMERICAN WOMAN - - -	13,637

### THESE FIGURES TELL THEIR OWN STORY

**Guaranteed Circulation 475,000 Copies**

73% RURAL

**Advertising Rate \$1.60 the Line**

*Forms for March close February 15th*

## HOUSEHOLD JOURNAL

**A Mail Order Magazine With a Mission**

**I. E. SEYMOUR, Adv. Manager**

**BATAVIA**

**ILLINOIS**

CHICAGO OFFICE  
*Rhodes & Loisinger Co.*  
Harris Trust Building

NEW YORK OFFICE  
*A. H. Greiner*  
140 Nassau Street

ST. LOUIS OFFICE  
*R. M. Saylor*  
Syndicate Trust Building

equipment, will now be greater than ever, is evident, and the only hampering feature of our trade, at the present time, is a matter of exchange. With fair credits and fair prices the market opportunities for American goods in Belgium was never so responsive as it is to-day. Aside from her dire need for food Belgium's greatest concern is perhaps the gaining again of foreign markets for her manufactured products. The war changed and, in fact, lost to her some of her old markets; but the business men of the country are already establishing new lines of distribution and are diverting their products to countries offering greater sales opportunities.

#### ITALY'S SITUATION

Concerning Italy, we have heard more of her uprisings than we have of her industries during the last several weeks, but the Italian delegation, with the members of which I had a number of interviews, have no fears concerning the social or industrial condition of their country. They base their beliefs on the fact that Italy is 85 per cent agricultural. While the war turned 700,000 men and 300,000 women from agricultural occupations to industrial activities, the land owner and the land worker are still far in the majority.

Yet Italy's lot is not a happy one. She is paying \$70 a ton for the coal we are shipping her. Fuel is so scarce they are burning their olive pits, almond shells, orange and lemon peels, and the refuse of the cities to help make gas. During the war an engineer tapped a volcano, sinking three pipes of 12 inches each in diameter, five hundred feet into the heart of the volcano, thereby obtaining live steam with which to run three 5,000 horsepower dynamos. While necessity may be a very active mother of invention, in Italy there is a danger of her suffering from overwork.

Italy's shortage of coal is not to be taken as indicative of an unhealthy economic condition,

however, but rather that she is at the mercy of coal producing countries. As a matter of fact Italy is making remarkable commercial progress.

She is actively engaged in electrifying thousands of miles of her railways and, now the war has made her a producer of electrical equipment to a certain extent, she is in the market to-day for a variety of related goods. Her naturally good harbors are being improved through the installation of labor-saving machinery, and she needs machines and devices which will help in this work. In an effort to get out from under the commercial domination of Germany, Italian manufacturers, merchants, and traders generally, are looking to America for help.

The Italians will welcome the establishment of American branch industries in their country, especially those in which they may secure a financial interest. With prompt action and careful guidance we may ally ourselves with that country in such a way that we will not only secure a permanent and increasing foothold in the Italian markets but, through working with her, gain an enviable position in the rich markets of the Near East, which were also under German domination. The retail stores of Italy are probably less modern than are the retail establishments of France and Belgium. For that reason, while the educational effort necessary to convince the Italian merchant of the advisability of installing our modern equipment may be a little longer drawn out, there is no question that the country offers us a great market in this direction. All of our labor-saving devices and machines, also our tens of thousands of commodities for home equipment and furnishing, will receive a reception in Italy.

Concerning the British, let us first get rid of the idea that they have put a ban upon the importation of competitive goods. The import prohibitions England established, either during or since

the war, have not been made to protect domestic manufacturers but for the purpose of conserving shipping for essentials.

American manufacturers who have been doing business in England during the last five years could tell you much concerning the changed viewpoint of the British merchants. The truth is that, in many respects, the commercial men of England have advanced far more rapidly than have we. They have thrown off with a vengeance their old ideas of following in the footsteps of their fathers. Their man shortage, plus the demands of war, which first forced them to adopt labor-saving devices and modern methods of management, are now not only accepted without resistance but are welcome as the means to the more speedy regaining of their old commercial position.

This change in attitude is showing itself in the industrial, commercial, and even in the social life of that country. Just what this change means to our houses which are widely going after foreign business can hardly be overemphasized. England has always offered us a great market; she now offers us a great and responsive market.

As in France, Italy, and Belgium, so it is in England as regards the need for practically every commodity which gives any service in the home, office, store, or factory. Also, that most valuable and negotiable asset of good will is awaiting the American business man who will supply the needs of England just as surely as it is awaiting those who make opportunity out of duty in regard to our European allies.

It is only our lack of export experience that allows our business men to feel that they are justified in neglecting the foreign market because the home market requires so much. The five years of preaching preparedness in connection with a score or more of other matters should, by this time, have taught us the economic advantage of protecting our

future in all directions. Foreign trade is without doubt our safety valve. Neglect it and within a year after we have resumed production on an economic basis many lines will find their domestic market glutted and the selling costs going up beyond all proportion.

There is one abnormal condition, however, which must be righted before we can ever gain a permanent or friendly foothold in the markets of our allies. Though we might rise as a nation to proclaim ourselves for export and for the development of the foreign markets along lines agreeable to the laws, customs, and habits of the nation we would enter, the force of such a purpose and such an endeavor would be largely lost unless we, the dominant financial nation of the world, go about the establishment of exchange on a basis of fairness to all countries. Our markets abroad depend upon this righting of exchange as surely as they depend upon our reasonable and intelligent efforts abroad. And don't forget, our insistence upon fair rates of exchange and our efforts to bring them about will give great increase to our holdings in good will. Our present prosperity will continue if we do not upset it through our own blunders and shortsightedness. We need constructive statesmanship—straight thinking and a broader vision.

### It Pays to Read the Bible

The fact that the Standard Oil Company has discovered oil and is operating wells in Egypt is generally known, says the "Bowser Boomer," but its reason for going to that ancient land to look for oil is probably not so well known. It is asserted that the attention of someone connected with the company was attracted by the statement in Exodus 2:3 that the ark of bulrushes that the mother of Moses made for her child was "daubed with slime and with pitch." Reasoning that where there was pitch there was oil and if there ever was oil in Egypt it was probably still there, the company sent out Charles Whitahott, its geologist and oil expert, to make investigations, with the result that oil was discovered. Three wells are now in operation and others are to be opened.—"The Lamp."

# MORE PROOF!

Last week we reproduced proof of our claims written by a  
**NATIONAL ADVERTISER**

Today we reproduce proof that **UNIVERSAL** productions are acceptable  
to the largest **EXHIBITORS ORGANIZATIONS** in the country



ASSOCIATION HEADQUARTERS  
Room 1220 CONSUMERS BLDG  
120 S. STATE STREET  
Phone Wabash 1446

## Allied Amusements Association

PAULINE CHIFFOLETT  
President

LEE STEINBERG  
Vice-President

ROBERT E. LEVY  
Treasurer

MAX STRAN  
Secretary

WILLIAM GOFF  
Supervisor

Business Manager

SAM ATKINSON

1120 Consumers Bldg

CHICAGO, ILL.

Jan. 14th  
1930

Universal Film Mfg. Co.  
1600 Broadway,  
New York City, New York.

Dear Mr. Levey:

Attention of  
Mr. H. Levey  
Industrial Department

I have just received a telegram from Peter J. Schaefer, past President of the Allied Amusements Association, telling me of the arrangements made whereby we shall get behind the showing of your industrial films.

Mr. Schaefer was representing our entire Organization which represents practically every theatre in Chicago, and I wish to express our gratification upon the arrangement being completed.

It is my personal view that you have solved the problem of showing industrial films in such a way that they will be entertainment in themselves, and thus become a part of our particular form of pleasure.

It has been my privilege to view quite a number of the films you have already prepared, and I have been simply astounded at the wonderful manner in which you have shown in story form how so many things are produced. As an exhibitor of several years standing I can conceive of nothing better than you present.

The entire Organization of the Allied Amusements Association is solidly behind you and will co-operate with you at all times. The plan of distribution is an ideal one and I think that every exhibitor organization throughout the country should take it up.

Very sincerely yours

*Sam Atkinson*  
Business Manager.

ALLIED AMUSEMENTS ASSOCIATION.



UNIVERSAL FILM MANUFACTURING COMPANY  
(Carl Laemmle, President)

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe  
Studios and Laboratories—Universal City, Cal., Fort Lee, N. J.

Offices: 1600 Broadway . . . . . New York

**NOT PROMISES—BUT PERFORMANCE**



## OVERTURE

**W**e advertising writers are like Thomas Hope, who, having written "Anastasius" anonymously and finding it a success, almost moved the earth to make his authorship known.

To revise the custom, I am proclaiming in advance the authorship of a series of advertisements for the Roycrofters of East Aurora, printers uncommon, and another for the Commercial Poster Company of Cleveland, lithographers extraordinary.

The advertisements of the Roycrofters will appear in *Printers' Ink Monthly* and those of the Commercial Poster Company in *Printers' Ink, the Weekly*.

**JAMES WALLEN** · *Advertising*

STUDY: EAST AURORA · N · Y

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# Government Worried Over Future of the Grape Grower

But Advertising May Come to the Rescue of a Threatened Industry

By C. H. Claudy

A BREWERY may be turned into an ice cream factory or the home of a temperance drink. A distillery can distill other things besides strong drink. The corner saloon may be metamorphosed into a candy store or a Y. W. C. A. rest room, but what can a vineyard be except a vineyard, and what good are wine grapes in a country the laws of which forbid the manufacture of wine?

That is the question which is agitating about a hundred and fifty thousand people, occupying and "vineyarding" some 350,000 acres of land in California, in which the capital investment is in excess of \$300,000,000 and the yearly income was in the immediate neighborhood of \$50,000,000.

The case is aggravating not only from the standpoint of the men and women who have spent their lives making two grapes grow where one or none grew before, but from the standpoint of the Department of Agriculture, which has spent a deal of money and thought in helping people to become proprietors of vineyards. Grapes and grape study have formed a small but by no means unimportant part of the work of the Department of Agriculture, which is a limb of the Government, and here is the Government telling grape growers they can go out and find something else to do, or grow something else on their land besides grapes!

"Make raisins of the wine grapes," says some wise Solomonian congressman. "Look at the raisin growers and go and do likewise!"

But in spite of the fact that a clever advertising campaign has developed a large and growing demand for raisins, it is not possible at the present stage of raisin consumption, for all wine-grape growers to dispose of their prod-

uct as raisins. In the first place, the raisin growers have been supplying grapes to wine makers. Their first and best crop went to raisins, but many raisin grapes of the second crops have been going to the manufacture of brandy for fortifying wines. In the second place, the table-grape growers have been doing the same thing—using the first and best crop for table grapes and the second crop for wines. So to tell the wine grape grower to grow table or raisin grapes is bidding him carry coals to Newcastle. Prohibition affects not only the wine-grape growers but all grape growers, and new outlets must be found for the grape crop or the croppers will come a cropper!

## FURTHER EXPERIMENTS NEEDED TO FIND NEW USES

To this end the Department of Agriculture wants a little financial assistance from Congress. Hitherto, the department's work in grape culture has been in experimenting and devising new and better means for grape culture, for avoiding parasites or killing insects or improving yield or quality. To turn its activities now to finding new uses for grapes requires a new deal all around. If Congress gives the department a hundred and fifty thousand dollars for the first year it can purchase the two tracts of land on which it has been doing improvement experimentation and begin to find new ways of using grapes.

But if any such thing is to be done at all, it must be done soon. The new grape crop—"vintage" they called it in the days when it resulted in a vintage—will be ready about September 15. If some markets for the grapes are not found, *exit* a large number of grape growers and *finis* to a lot of once valuable property.

## Keeping Up With The Times

### A FACT A WEEK

Not alone a city with nearly 500,000 population, but also the Nation's Capital, into which thousands of prosperous people from all sections of the country come pouring in every day.

That's Washington.

It's the place where the advertiser can get national attention to his product or proposition as well as local; where the Oregon and Missouri and Massachusetts visitor and the New York and Illinois and Texas Congressman will read his advertisement and become the centers for spreading the information or the habits on their return home.

These temporary Washington residents provide an audience of extraordinary value and nation-wide influence.

**The Washington Times**  
WASHINGTON, D. C.

Of course, there are some other outlets for wine grapes than the wine vat. Much of the 1919 crop found at least a partial outlet by being turned into grape juice. Not the grape juice of the bottle and the soda fountain, but nearly clear, or "bright" unfermented grape juice which, in time, would become wine if allowed.

Run through a pasteurizing machine and allowed to settle for less than forty-eight hours, the juice becomes fairly "bright" and if then casked or bottled tightly, *remains* grape juice. But it remains grape juice only as long as tight from the air. Some people have found this out and buy this juice, knock the bung out of the barrel, let it stand a couple of weeks in a moderate temperature and have a home-made sauterne or claret (according to the grape) with an alcoholic content of from ten to fourteen per cent.

So far there is no law against expressing grape juice. And no law against knocking out the bung and letting it stand in your cellar. And no law against exporting it. Wherefore, Japan has bought a lot of it and seems likely to buy a lot more, taking to herself the wine makers' profit, but leaving the vineyardist with his grape-grower's profit.

Meanwhile, the wine grape-growers are forming an association and are going to see what they can do.

It is perfectly obvious that an advertising campaign which would let a thirsty country know that nice little cellar-sized kegs of "bright" grape juice could be obtained at so much, and would, in a couple of weeks, become a good wine worth so much more, would take care of the major part of the output of the grape-growers. Question: Will the United States Government allow any such campaign? With the law in its present unadministered and uninterpreted state, and no man knowing what the next day will bring forth in regard to prohibition, this is a question which will take some answering. How far the Government will try to go, or will be al-

# The Greatest Opportunity

for development of rural sales lies in the Central South.

The farmers in the states of Kentucky, Tennessee, Virginia and North Carolina will receive this winter from the sale of their

**TOBACCO ALONE**

**\$424,901,000.00**

**IN CASH**

They are in the market for the best of agricultural implements and home supplies and comforts.

**THE  
INLAND FARMER**  
LOUISVILLE, KY.

Member Audit Bureau of Circulations

Dominates the Central South and gives a more intensive covering of this rich agricultural section than any other paper. *Tobacco, by the way, is only one of a complete line of diversified crops grown in this section.*

**Over 205,000 Paid Subscribers**

Chicago Office:  
JOHN D. ROSS,  
608 Otis Bldg.

New York Office:  
P. AND G. F. MINNICK,  
303 Fifth Ave.

St. Louis Office:  
A. D. MCKINNEY,  
Post-Dispatch Bldg.

# Evidence—

*from an advertiser*

**T**HIS letter from Leonard S. Crone, president of the Binger Company of New York City, is concrete evidence of the advertising value of *Printers' Ink Monthly*:

I am very glad to be able to say to you that the double-page ad which we ran in your first number has produced decidedly satisfactory results for us and inquiries are still coming in to us almost every day.

We have written sufficient business already, directly traceable to this advertisement, to more than pay for the space taken, and we have quite a nice little volume of business which we feel sure of closing in the near future.

I am sure that by committing myself in this manner you are going to get a contract from me for additional space, but I of course will not feel that this is a case of "strong arm extraction," but a piece of business for you which has been well earned by results produced for us.

*Are you convinced  
Mr. Advertiser?*

**PRINTERS' INK MONTHLY**

*A Journal of Printed Salesmanship*

185 Madison Avenue

New York City

lowed to go, in forbidding the production of something which might be a wine sometime, is something no one knows. Sugar and water and a raisin and some yeast make an alcoholic decoction. Will sugar and water and a raisin and yeast be forbidden? And if not, why forbid grape juice, unfermented? The wine grape-growers want to know!

However, it is not only wine which the wine grape-growers think may be their salvation. The Department of Agriculture believes that proper experiments well carried out may evolve some easy method of making a grape syrup, which at present prices for sugar might well find ready market as sweetening for candy, baking and cooking purposes. Again, the grape is known to be extremely nutritious, and seeded grapes, dried like raisins, and compressed, make a food ration of high value and tasty. It is thought that some methods might be evolved which would lead to the marketing of such a food—of course, properly advertised.

#### CURRENTS MIGHT BE GROWN ON PART OF ACREAGE

Again, currants are at present used in this country to the amount of about 34,000,000 pounds annually, mostly imported from Greece. There is no reason now, though there has been in the past, why these currants should not be grown in California. The Department of Agriculture has mastered the methods necessary to grow them successfully. There is also no question that a currant growers' association, with advertising, could do just what the raisin growers did—create a much larger demand. It would be putting it low to assume they could double the use of currants, which might entail the use of perhaps fifteen to twenty thousand acres of wine grape land.

Currants can be grafted to grape vines if the vines are not too old and the work properly done, which course would conserve some of the investment now existing in bearing vines.



## Sold out for 1920 Orders for 1921 can now be filed

**A** DVERTISING SPACE in the regular issues of "Punch" is strictly limited.

The demand for space from advertisers of high-class goods and service is more than double that limit.

As a logical result, "Punch" is sold out regularly each Autumn until the end of the next year.

For 1920 this is again true. The only space which will now be available in the regular issues of "Punch" for 1920 will be such as may be from time to time surrendered for genuine business reasons, and I have in hand many orders for 1920 for which I have at present no space.

But for 1921 I can accept orders "to bear the rate which may then be in force," until such time as 1921 is full.

**ROY V. SOMERVILLE**

Advertisement Manager, "PUNCH,"  
10 Boulevard Street  
London, Eng.

"Punch" Office Dec. 4, 1919

DENTAL  
MANUFACTURERS

LEND  
ME  
YOUR  
EARS

Here's what  
advertisers  
say about  
ORAL HYGIENE.

"You know I swear by Oral Hygiene,  
the biggest little money-maker in the  
world, bar none!"

"It secured stock orders from all the  
principal dealers, and brought the  
greatest number of inquiries and  
orders of any advertisement published,  
compared with its field, scope, and  
cost." (Name on request.)

Representing:

Oral Hygiene  
Good Hardware  
Mail Bag  
Drug Topics

**Conant**  
Advertising

348 Peoples Gas  
Building  
Chicago, Ill.  
Harrison 1608

1,500,000  
Consumers

Wisconsin  
Daily League

The Nation's Dairy—Wisconsin's  
dairy products bring over \$175,000,000  
annually to the farmers and dairy-  
men. More than in any other state.  
With one order and one payment  
you blanket the state (or any part  
of it) with thirty leading dailies.

H. H. BLISS, Secretary  
Wisconsin Daily League,  
Janesville, Wisconsin

But even 20,000 acres don't  
make so much of a dent in 150,000  
acres! And so much of it is hill-  
side acres—wonderful for grow-  
ing grapes and not much good for  
growing anything else!

Advertising promises to play a  
large part in saving this industry  
from extinction. With the ex-  
ample of the raisin-growers be-  
fore them, the wine grape-growers  
have something besides utter an-  
nihilation to look forward to.  
What with advertising currants  
and growing currants, and adver-  
tising "bright" juice (which may  
become a wine) and selling it do-  
mestically as well as to Japan, and  
the possibility of grape meat food-  
cakes, and advertising grape syrup  
for sweetening, the future is not  
all black. But it is dark enough,  
and hence the wail from Califor-  
nia and the hope that the national  
Government will let the Depart-  
ment of Agriculture, which has  
for so many years put such suc-  
cessful and such whole-souled ef-  
forts in establishing grape culture,  
help now to find new outlets for  
the grapes which the Eighteenth  
Amendment has made outlaws as  
articles of commerce.

### Lamb and McCabe Advanced by Scott Co.

At a recent meeting of the board of  
directors of the Scott Paper Company,  
manufacturer of "Scott Tissue," Che-  
ster, Pa., James G. Lamb, advertising  
manager, was made secretary of the  
board. Thomas B. McCabe, who has  
been assistant sales manager, is now  
sales manager of the company. Mr.  
Lamb and Mr. McCabe are both mem-  
bers of the board of directors.

### "Air-Peds" Account With Hartford Agency

The Manternach Company, advertis-  
ing agency, Hartford, has obtained the  
account of the Pioneer Products, Inc.,  
maker of "Air-Peds." Advertising will  
be placed for this account in national  
and trade publications by the Man-  
ternach agency.

### Woodburn McDonald Estab- lishes Agency

Woodburn McDonald, who has been  
engaged in newspaper work in Los An-  
geles, San Diego, Seattle and Tacoma,  
Wash., has established an advertising  
agency at Tacoma.

# The Denver Post

## Advertising Summary 1919

Local display .....	Agate Lines
Foreign display .....	7,231,336
Classified .....	3,024,298
	3,478,618

Total paid advertising ..... 13,734,252

The total for the second and third Denver dailies includes 442,624 lines of city and state legal advertising and was ..... 12,698,252

### Foreign Display

The Denver Post .....	3,024,298
The other three Denver dailies combined .....	2,511,908

This paper leads all by ..... 512,390

### Automobile, Tire & Tractor Display

The Denver Post .....	1,029,320
Our three competitors .....	751,620

We lead the combine by ..... 277,700

### Financial Display

The Denver Post .....	1,458,950
All of our local contemporaries .....	1,381,490

Our lead over all was ..... 77,460

### Books and Magazines

The Denver Post .....	121,468
The other daily newspapers in the city and throughout the state in combination printed a negligible volume of this high-class advertising.	

### Number of Separate Want or Classified Ads:

The Denver Post .....	596,053
The second Denver paper .....	175,099

The Post leads by ..... 420,954

## Circulation

Average paid weekday issues December, 1919 .....	120,000
" " Sunday " " " " .....	153,000

The paid circulation of the weekday issues of The Denver Post is over 42,000 copies per issue more than all the other Denver dailies combined. Sunday issues over 100,000 paid copies more than the other Denver Sunday morning paper prints.

### Member A.B.C.

Copies of the Last Audit on Application  
Address All Communications

**THE DENVER POST** **Denver, Colorado**

**SPECIAL REPRESENTATIVES**

**CONE, LORENZEN AND WOODMAN**

New York, 325 Fifth Ave.  
Detroit, American Bldg.

Chicago, 78 W. Adams St.  
Kansas City, Victor Bldg.

Atlanta, Chamber of Commerce Bldg.

**W. R. BARANGER COMPANY**

520 Hearst Building, San Francisco, California



# YOUNGSTOWN, O.

The Billion Dollar City

\$81,891,416—1919 Payroll

## *The* **HEART** Classified Advertising *of a* **NEWSPAPER**

In the six months ending December 31, 1919, The Vindicator Daily carried 55,990 individual classified advertisements, 16,550 more than its nearest competitor. (Sunday figures not given, as there is no other Sunday paper.)

Classified advertising rates 2 cents per word. Minimum, 30 cents; cash with orders. Display, 6 cents per line, flat rate.

## The Vindicator

Daily and Sunday  
Youngstown, Ohio.

H. D. La Coste  
Special Representative

New York  
Monolith Bldg.

Chicago  
Marquette Bldg.

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### A. E. Colegrove in Bank Advertising

A. E. Colegrove has recently been appointed director of publicity of the First National Bank and First Trust & Deposit Company, Cleveland. He was advertising manager of the Baker Motor Vehicle Co. (now the Baker R. & L. Co.), of Cleveland, during 1914-15, resigning to become Cleveland representative of Benson, Campbell & Slaten, now Benson, Gamble & Slaten, advertising agency, Chicago, and later going into business for himself under the name of The Colegrove-Greenwood Co., manufacturer of "Pulmore Pulley Belt Tread." Mr. Colegrove still retains his interest in his company.

### Arch. Eadie With The Chilton Company

Arch. Eadie, who was formerly advertising manager of *The Hotel Review*, New York, is now with the New York office of The Chilton Company, Philadelphia, which is about to publish a new hotel journal, *The Chilton Hotel Supply Journal*.

J. E. Pickrell, who was a member of the Chicago office of the Chilton Company, is also at the New York office of that company as a member of the advertising department.

### Beaumont "Enterprise" Ownership Changed

James L. Mapes, for many years business manager of the Beaumont, Texas, *Enterprise*, has purchased the holdings in that publication of Walter J. Crawford, Bernard Deutser, and Paul A. Heisig. This publication is now owned solely by William P. Hobby, Governor of Texas; J. L. Mapes, and Edwin Hobby. Governor Hobby is now publisher and Mr. Mapes associate publisher and general manager.

### G. M. Rae With R. Sykes Muller Co., Limited

G. M. Rae, who was at one time connected with the Morae International Agency in New York, has joined the staff of R. Sykes Muller Co., Limited, advertising agency of Montreal. He has had a number of years' experience in advertising and selling, and has recently resigned as treasurer of Henry Hope & Sons of Canada, Limited.

### B. A. Davey With Class Publications, Inc.

B. A. Davey, formerly advertising manager of the *National Sportsman*, Boston, has been made advertising director of Class Publications, Inc., Chicago. Mr. Davey was with the advertising service department of the Washington, D. C., *Times* before he became advertising manager of the *National Sportsman*.

### Columbia Graphophone to Be Large Farm Paper User

The appearance of the Columbia Graphophone Company in the ranks of farm paper advertisers was made known by George W. Hopkins, general sales manager of that organization, in a speech before one of the meetings of the Agricultural Publishers' Association held at New York last week. In the course of his speech Mr. Hopkins stated that the advertising schedule of his organization for the year 1920 provides for farm paper advertising on a scale that will make it the third largest user of farm paper space in the United States.

### J. A. Frank in Boys' Clothing Advertising

Jay A. Frank, who was recently a member of the sales promotion department of the American Lithographic Company, New York, has been made advertising manager of the Dubblebilt Boys' Clothes, Inc., New York. The Dubblebilt organization plans an increased advertising campaign for the fall of this year, in which campaign national magazines, newspapers, trade papers and direct-by-mail advertising will be employed.

### C. W. Farrar Moves to Cleveland

Charles W. Farrar has joined the advertising staff of The Wm. Taylor Son & Co. department store, of Cleveland, assisting Amos Parrish, Jr., advertising manager. Mr. Farrar was advertising manager of the Bastian Bros. Co., Rochester, N. Y., for over three years, and before that had charge of publicity for McCurdy, Robinson & Co., department store, Rochester, N. Y.

### C. C. Stewart Will Advertise Toy Trains

Charles C. Stewart has been appointed advertising manager of the Lionel Corporation, maker of electric toy trains, New York. He was recently with The Read Printing Co., New York.

### Revolver Account for Payne Agency

The Hancock Payne Advertising Agency, Philadelphia, has obtained the account of R. F. Sedgley, Inc., Philadelphia, maker of "Baby Hammerless" revolvers and "Hexall" wrenches.

### "Farmer's Sun," Toronto, to Be Semi-Weekly

Commencing with the January 20 issue, the *Farmer's Sun* of Toronto recently acquired by the United Farmers of Ontario, is to be issued semi-weekly, appearing Tuesdays and Fridays.

# Co-operation with Farmer Needed to Steady Nation's Business

Good Citizenship Should Be the Aim of All Classes and Regarded as a Business Investment

By Lewis E. Pierson

First Vice-President, Merchants' Association of New York, Chairman Board of Directors, Irving National Bank

**CO-OPERATION** of any kind to be effective must be based upon at least two things—a willingness to get together, and a condition of things which makes it possible for the different elements concerned to get together to their mutual benefit or to the benefit of something in which they may be mutually interested. Oil and water will not mix because of the nature of both; and the different elements in our population will not come together in any proper combination until they have been brought to the point of realizing that they are so constituted first that they can get together, then that they can afford to get together and finally that they should be together.

Citizenship, citizen-building—that should be the regular job of every American who knows his nation's needs and his own responsibilities. America's position in the world is so conspicuous in these times and the world is demanding so much of us that unless we keep our house in order we are sure to fall far short of our own obligations, and, incidentally, short of living up to the world's expectations of us. America, strong, sound, resourceful, well regulated, will mean much in a world in which obligations of leadership have been placed upon us. America divided against itself, one element of power neutralizing another; America uncoordinated, not steadfast to its ideals of citizenship, would present a disappointing spectacle in the face of an unmistakable world duty.

Portion of an address before the Farm Paper Conference and Demonstration, New York.

It would seem that this thought should appeal with particular force to the farmers of America. Perhaps more nearly than any other class of Americans they witness the process of making real citizens out of raw material. To them, the "Melting Pot" is something more than a figure of speech. A very large portion of the work upon which agricultural success must be built is performed by men who are learning the lesson of American citizenship. How well and how quickly this lesson can be learned under "open skies and in wide places" is shown in splendid American farming centres scattered throughout the land in which only a few years ago were to be found scarcely anyone who could speak the English language, and few who had any closer conception of the purposes which brought them to this land.

## FARMER SHOULD BE GREAT STABILIZER

And this problem of citizen-building, and particularly as we find it in the larger centres of population, is a serious and difficult one. What other among all our national problems is more serious? Foreign trade, foreign finance, industrial and financial systems and methods, all are important, but every one of them must depend for its success and safety upon the plain, ordinary natural power to do things; the power to give expression to good intentions, to meet the unexpected with assurance. And this means a proper citizenry—a total population in which intelligence and an understanding and appreciation of American institutions will hold a sufficient preponderance over ig-

Reprinted from *THE NORTH AMERICAN* of January 12, 1920

## 13th Consecutive Victory

The Greatest and Biggest Auto  
Show Number in the History  
of Eastern Publications was  
issued Sunday, January 11, by

### THE NORTH AMERICAN PHILADELPHIA

*Containing 78,110 Agate Lines  
of Motor Car and Accessories Display Adver-  
tising, 32,025 Lines More Than the Next Paper*

**The Auto Trade Sends Its Annual  
Message Thru the Surest Medium  
to the Richest Territory in  
the Country**

There is great significance in this achievement, for it proves the trade's recognition of the fact that The North American is the most potent medium for delivering its message to buyers, and that its readers accept it as the most complete and authoritative source of motor-car information.

**Figures Showing the Total Auto Display Ad-  
vertising Lineage in the 1920 Show Numbers**  
(Issued by Philadelphia Newspapers, Sunday, January 11, 1920)

<b>THE NORTH AMERICAN</b>	78,110	agate	lines
Ledger	46,085	"	"
Press	33,410	"	"
Record	26,690	"	"
Inquirer	22,585	"	"

### THE NORTH AMERICAN Philadelphia

NEW YORK OFFICE  
303 Fifth Avenue  
Seraphine & McDevitt

CHICAGO OFFICE  
468 Peoples Gas Bldg.  
Knill-Burke, Inc.

LONDON OFFICE, 34 Norfolk St. Strand, W. C. 2.

*From the Albany Argus, January 4, 1920*

## TUCKER AGENCY GREAT SUCCESS

**Concern Established by Albany Man  
Trebles Business In  
Three Months.**

THE success of the Tucker Agency, with headquarters in 303 Fifth avenue, New York city, is specially gratifying to Albanians, W. Gaylord Tucker, the president, being a native of Albany, the son of Dr. Willis G. Tucker. Other officers of the firm include Charles F. McCahill, vice-president; Miss M. A. Mullen, secretary and treasurer. The Tucker Agency, established April, 1913, has become in this short time one of the representative advertising agencies of the United States. This success may undoubtedly be attributed to the business acumen of its organizers and the personal service rendered its clients. As merchandising manager of the Boston Herald, Mr. McCahill was conspicuously successful.

During the past three months the Tucker Agency has tripled its business, necessitating a greatly increased space and force.

Under their management, a co-operative campaign, participated in by central stations, contractors and dealers, has just been concluded for the electrical industry of Greater New York. This campaign took the form of full-page advertisements in a number of New York dailies featuring electrical gifts for Christmas, over the names of the New York Edison Company; the United Electric Light and Power Company; the Brooklyn Edison Company; the New York and Queens Electric Light and Power Company, and various associations of dealers and contractors. The Municipal Gas Company is a prominent local

advertising campaign handled by the Tucker Agency. The United Electric Light and Power Company, the New York Edison Company, and the Yonkers Electric Light and Power Company, are some of the other accounts which it handles.

An unusual campaign now being conducted by the Tucker Agency is the national advertising to raise a fund of \$5,000,000 for the erection of a great votive church on the grounds of the Catholic University of America in Washington.

During the second Liberty Loan campaign, Mr. Tucker suggested to the treasury officials the use of percentage figures to show the amounts subscribed by the various districts and ranking them in order of relative standing just as in the case of the baseball teams in the big leagues. The plan was adopted and the "standing" of the districts in the Liberty Loan contest was sent out each day through the various news associations to the newspapers of the entire country, and was displayed on the front of banks, etc.

As an illustration of the broad scope of modern advertising, a campaign conducted by the Tucker Agency for the government of the Bahamas, is of interest. For some time, the Bahamas had been rather dropping off the map, so advertising was started in the newspapers and magazines of this country. This proved the answer to the problem, as the stream of winter visitors was started flowing in great volume, so much so that additional hotel accommodations had to be provided.

Among new accounts secured by the Tucker Agency, are the New York Sun, the Graphoscope Co., J. Livingston and Co. The Tucker Agency is also publishing a monthly magazine for The National Catholic War Council, with an edition of 60,000. The Agency has an Albany representative, George S. DeRouville, with offices at 68 State Street.

*Advertisement*

norance and indifference to provide a proper margin of safety for our national institutions.

It should not be difficult for us Americans, the most intensely practical business people on earth, to take up this question of better citizens in a purely business spirit. Just to get the thing started in the right direction, let us assume that every citizen, active and potential, good or bad, represents an investment by the nation. The nation, under this theory, puts everything it has, traditions and power and wealth and accomplishments and Government and all the privileges that go with such a Government, into a common fund to be drawn upon by each member of our total population regardless of his personal contribution to this common fund.

How about our educational institutions, their facilities, the men and women who, to such a large extent, direct the thought of the youth of America? Are we seeing to it that the practical elements of American citizenship are being properly stressed in courses of instruction? What efforts are being made by Chambers of Commerce and Boards of Trade and other business organizations to insure for the spirit of business, practical business, proper representation among the things our young Americans are being taught? Does each local Chamber and Board realize that it has a particular local problem of its own to solve in this connection?

In different countries of Europe the school occupies an almost controlling part in the preparation of the youth of the country for citizenship and for business. In Denmark there is a kind of high school, so-called, established years ago by Bishop Gruntvig, in which there is taught only better citizenship. National history, national folk lore, patriotic songs, the heroic things in past accomplishments, domestic relations, the handicrafts and domestic arts, music—all of these are taught to the young, and sometimes to grown people in attendance, by men and women selected prima-

## He Is not the Whole Thing

If any man tells you that his one paper covers the whole textile industry don't believe him. There are 7,000 textile mills and it would take at least 20,000 copies of any one paper to cover this industry. You want to reach the mill treasurer, the mill agent, and the mill superintendent. No one paper has this 20,000 circulation.

There are four good textile papers.

One is published in New York City and has a paid circulation of about 6,300.

The American Wool & Cotton Reporter has 6,132 net paid circulation—paid in advance into 1920—without the use of a premium or a scheme or a subscription solicitor. All voluntary circulation.

Another paper is published in Atlanta and has a circulation of about 5,000.

Another paper is published in Charlotte and has a circulation of about 3,000.

These four papers together cover the 7,000 mills—no one paper can do it alone. You can use a page every issue in every one of these four papers and cover the largest manufacturing industry in the United States without spending much money. You can only cover this great textile industry by using the four papers.

Of course, we think and believe that we can prove that the American Wool and Cotton Reporter is the best of the four—but they are all good.

The American Wool and Cotton Reporter gives editorial service to its subscribers—hence, a voluntary subscription list of above 6,000 weekly. No premiums, no chromos, no subscription solicitors—all paid in advance because the heads of the 7,000 textile mills in the United States know that they want the Wool and Cotton Reporter.

Advertising rates upon  
application

**American Wool and Cotton  
Reporter**

530 Atlantic Ave.

BOSTON



# XXXX WINEMILLER MILLER~INC

PHOTOGRAPHIC  
ILLUSTRATIONS  
for ADVERTISING

450 FOURTH AVE-N.Y.C

A PHOTOGRAPHIC studio  
with the most modern  
equipment.

Spectacular lighting.  
Period Settings.  
Modish gowns.  
Fancy costumes.  
Models of distinctive  
type.

Co-operating with an Art De-  
partment of equal efficiency.  
An Art Service of Distinction.  
Superior type of designing,  
lettering, and booklet making.

## A TIP TO PAPER BOX USERS

Do you realize how much you benefit by ordering paper boxes early in the year?

The early months are slack ones in our factory. But there is congestion from April to December.

By ordering now you enable us to keep our operatives busy all year round and thereby lower cost of production. That enables us to lower the price to you.

# R U D D

## Paper Box Co., Ltd.

W. P. BENNETT  
President

374 Richmond St. West  
TORONTO, ONTARIO

rily because of their splendid character and with a view to bringing the youthful mind in intimate contact with the very highest types of Danish citizenship.

But Denmark is a more highly institutionalized country than America. We are essentially an individualistic nation, and the national duty which over yonder is performed by an institution created or developed for that purpose, in this country frequently must be performed by the average citizen, by the man on the street, by the farmer who has charge of a few farm hands, by the country storekeeper in his talks with his customer friends, lawyers, doctors, manufacturers, bankers—all Americans belong and can represent effective value in this citizen-building process if only they realize their place in the national situation.

### INTERDEPENDENCE OF AGRICULTURE AND COMMERCE

After all, could we have a safer guide toward citizenship than that wonderful instrument which was created to serve as a guide in this direction—the Constitution of the United States? The woods nowadays are full of those who suggest all sorts of expedients to serve the purposes which we know can be served only by adherence to the fundamentals of that Constitution. At least 57 varieties of radicalism have been served up to our people in one form or another. Some of them are not so popular as formerly because the danger attaching to them has been made so clear.

It would seem proper, before closing this discussion, to say something about the part which the publishers of agricultural papers should play in this citizen-building campaign which is so clearly up to our people. Has the farmer been put in touch with the real facts of his case? Does he recognize his position in the national picture? Does he realize that class domination and class privileges are things which should be repugnant even to his sense of self-interest? He is a producer



# Concentrate on Quality

Every quality argument is  
strengthened by the use of

## ART MAT

*The incomparable dull finish coated*

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.

NEW YORK CITY





**A**nnouncing  
the formal opening  
of an  
Advertising Agency

that has been seventeen years  
in the making

—and has for its foundation  
seventeen years of thought,  
training, knowledge and  
successful merchandising  
experience.

*It costs nothing to talk to us  
Let's get together*



*The WILLIAM J. BRYAN Company*  
110 West 40<sup>th</sup> St.  
New York City

Telephone: 9497 Bryant

of raw material and a consumer of manufactured products. Has he considered this fact in its relation to movements which are current in the industrial and commercial life of the nation? Has he tried to determine, or been properly aided in determining, what should be his affiliations? What should be his attitude upon great national questions?

Does the American farmer know that, logically, he is the natural enemy of strikes and disturbances of any kind which tend to interfere with the normal currents of business? Does he see that if the wheels stop going around it is his raw product which will suffer because unable to reach the factory and the consumer? It is his wheat and corn which will clog freight terminals and side-tracks; his fruit and potatoes which will rot in cars and warehouses and on the docks. And does he realize that when these labor disturbances threaten, the case is largely up to him, and that in the restoration of things to normal again he has a very definite responsibility?

Down in New Zealand, an agricultural country, some years ago practically the entire business of the nation was tied up by a shipping strike in a leading port. The strikers were in full control, the authorities were powerless, the case seemed hopeless. Then the farmers, the people primarily interested, took the case in hand. In a perfectly orderly manner several thousand of them mounted their horses, rode into town, armed not with guns, but with good, healthy-looking clubs and quietly asserted themselves. Can there be any doubters as to what happened? Can there ever be a doubt as to what will happen when in times of disturbances the people really at interest, honestly, intelligently and determinedly do their simple duty?

The New Zealand case was not one of mob violence as far as these farmers were concerned. They acted not against law and order but in defense of it and to protect national interests at a time when no other power seemed

### "When Seconds Count"



### "Catalogs—Quick!"

Give us the plates and copy, and whether it's a million run or not, we'll give you a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

### Kenfield - Leach Company

"Chicago's Leading Printers"  
610 Federal Street, Chicago



### Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure lock. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

### Chicago Carton Company

4433 Odden Avenue 516 Fifth Avenue  
CHICAGO NEW YORK

## Part Time WANTED

The Research Department of a well-known organization, wishes to broaden its sources of information by opening relations with three dependable advertising men—

One living in New England.

One living in the Middle West.

One living in the Northwest.

Four or five hours a week of leisure time can be converted into profitable and interesting work—*provided* the man knows how to dig out commercial facts from original sources and has the knack of presenting them in clear, readable style.

A man who has served an apprenticeship as a copy writer in a live advertising agency and has a little spare time on his hands may find this a good opportunity. State previous experience, age and whatever qualifications you believe would make you a good field investigator.

**ROBBINS**  
**Box 149, care Printers' Ink**

equal to the task. In a country like ours such a demonstration might take on quite a different color and become reprehensible in the extreme. But the New Zealand case is valuable for consideration as showing the importance in times of emergency of the men who are responsible for the agricultural life of a country.

There are those who would find a cure for our citizenship ills in a great spiritual revival which would make men see more clearly the right and the wrong of business and social and civic plans and theories and contentions. Whether such a revival will come and when, are things beyond the scope of to-day's vision. But even though such a wonderful source of help may not be available, we at least can face our national problems in a plain, every-day, personal business spirit. The average of our citizenship must be improved. Men, all men, at least must be brought to respect law and order. There is no "just as good" for the Constitution of the United States or the Declaration of Independence or the rule of the majority or the great principles which not only we, but the intelligent of all nations, recognize as essentially American. This is the plain duty of American citizenship. Are we ready to assume it?

### Woman's Weekly to Be a Daily

On March 1 the *Chicago Women's Press* will be changed from a weekly to a daily morning newspaper. The new name will be the *Chicago Daily Press* and the newspaper will appear six mornings a week, including Sunday.

### Victor Rosewater Sells Omaha "Bee"

The Omaha *Bee* has been sold by Victor Rosewater to N. B. Updike, an Omaha grain operator. The *Bee* was established in 1871 by the late Edward Rosewater, upon whose death his son, Victor, took charge.

John P. Derrum, recently with the Campbell-Ewald Co., Inc., advertising agency, Detroit, is now a member of the staff of the Redfield Advertising Agency, Inc., New York.

The

# Rudolph Wurlitzer Company

New York

San Francisco

Cincinnati

Chicago

ANNOUNCE

THE APPOINTMENT

of

RALPH SEWARD HEATON

as

General Advertising Manager

with

Headquarters

in

Cincinnati



WE ARE PLEASED to announce the addition to our staff of

*Mr. Frank W. Farnsworth*

who has been elected to the position of Vice-President, in charge of Production.

Mr. Farnsworth's experience, as Production Manager of Blackman-Ross Co., and his similar experience with J. Walter Thompson Co., in both their New York and Detroit offices, extends over more than ten years of active study and planning in connection with many of the most prominent advertising campaigns.

The high character of the work for which he has been responsible in the past enables us to assure our present and prospective clients an unusually high standard in the presentation of their advertising message to the public.



**STROUD & BROWN**

INCORPORATED

*Advertising and  
Merchandising*

*303 Fifth Ave.  
New York*

## Two Join Brooke, Smith & French

W. A. P. John, of the sales promotion department of Dodge Brothers, Detroit, has joined the copy staff of Brooke, Smith & French, Inc., advertising agency of Detroit.

Walter R. Howell, who has been with the Paige-Detroit Motor Car Company since his discharge from the army, has also become associated with Brooke, Smith & French. He was formerly on the advertising and editorial staff of The Good Health Publishing Co., Battle Creek, Mich., and was assistant advertising manager of the *Michigan Druggist*.

## Agency Corporation Becomes Partnership

Henri, Hurst & McDonald, Chicago advertising agency, has become a partnership instead of a corporation. "There has been no change in ownership or personnel," J. F. Hurst tells *PRINTERS' INK*; "all the assets of the corporation have been conveyed to the partnership and the partnership has assumed all the liabilities of the corporation."

## G. O. Sebree Succeeds Leon F. Hussey

G. O. Sebree, who has been a member of the advertising department of the Firestone Tire & Rubber Company, Akron, O., has been made advertising manager of General Fireproofing Company, Youngstown, O., succeeding Leon F. Hussey, who is now with Fuller & Smith, advertising agency, Cleveland, O.

## A Campaign That Will Use Automotive Papers

An advertising campaign in which automotive trade papers will be used is planned by the Wylie B. Jones Advertising Agency, Binghamton, N. Y., for the National Manufacturing Corporation, Williamsport, Pa., makers of tire carriers. This account was recently obtained by the Jones agency.

## Clark Smith With Apel-Campbell Company

Clark Smith, commercial artist of Detroit and formerly manager of the Traub Engraving Company in that city, is now connected with the Apel-Campbell Company, Detroit.

## Automobile Account for Hubbell Agency

The Kurtz Motor Car Company, automobile manufacturer of Cleveland, has placed its advertising account with The House of Hubbell, of the same city.

## Firestone Tire Annual Business Increased

The Firestone Tire & Rubber Company, Akron, O., did a business of \$91,078,513 in the year ended October 31, 1919, as against \$75,801,506 the previous year, according to President H. S. Firestone's report to stockholders. This is an increase of 20 per cent. Net profits after allowing for depreciation and bad accounts, amounted to \$9,308,978, of which \$2,597,000 has been paid out in dividends and the balance carried to surplus, subject to corporation income and excess profits tax accrued.

## R. G. Harris Succeeds E. G. Frank

Ralph G. Harris has succeeded E. G. Frank as manager of advertising and sales promotion for the Truscon Laboratories, Detroit, Mich. Mr. Harris has been identified with the advertising business since 1903, was with the Outing Publishing Company, New York, for some time, and has been connected more recently with the Curtis Company, Detroit.

## J. M. Sweeney, Jr., Represents Three Publications

John M. Sweeney, Jr., recently account representative of The Manner Company, Hartford, Conn., is now representing *Inland Storekeeper*, *Dry Goods Guide*, and *Arts and Decoration*, all of New York, in the New England territory. During the war Mr. Sweeney was a first lieutenant, 7th U. S. Cavalry.

## Montana Cost Mark Law Unconstitutional

The price-regulation code adopted by the Montana Legislature, which would have compelled all merchants to declare openly the prices paid for their goods, has been declared unconstitutional by Federal Judge George Bourquin, who has issued a permanent injunction against its enforcement.

## L. J. Moore Advanced at Klearflax Company

Larry J. Moore, who has been a member of the sales department of the Klearflax Linen Rug Company, Duluth, Minn., during the last six months, has been made assistant advertising manager of that organization.

## Buffalo "Times" Suffers From Fire

The buildings of the *Buffalo Evening Times* were burned on January 18 in a fire that did damage amounting to half a million dollars. The paper is being published from the plants of two other Buffalo papers.



## Wanted— Advertising Manager

A large manufacturer of iron and steel products in western Pennsylvania needs an *experienced* advertising manager capable of organizing quickly and systematizing thoroughly a new advertising department.

The firm is one which rendered important service to the Government during the war, and which now finds a portion of its vastly increased manufacturing facilities available for other purposes. The problem is to present these facilities adequately and clearly to the classes of manufacturing interested.

The man for this job must have broad vision. He must, in addition, know how to have photographs taken and retouched; buy printing and engraving intelligently; write descriptive bulletins presenting technical facts in terms laymen can understand; estimate and reach potential markets. He must superintend the compilation and classification of a widely varied mailing list. In short, he must be a well-trained man—not a beginner.

We want a worker—not a mere advertising executive. Lots of the work must be turned out by the man himself because we want results quickly. The job is permanent and the future opportunity almost unlimited.

Will pay \$3600 to \$5000 to start. Apply by letter giving all information that might influence us in your favor and send samples of work done by yourself—not work you just helped to do.

Address

J. T., Box 144, care of  
Printers' Ink

## The Period of Suspicion

(Continued from page 6)

the machine other than that it was a milking machine. Milking machine inquiries were cheap four years ago, but the cost in different publications was watched very closely.

The first State in which we noticed the cost per inquiry to rise was the State of Wisconsin, the leading dairy State in the Union and the State in which the salesmen were making the greatest headway. As other States fell into line, the cost per inquiry began to rise. In fact, a record of the cost per inquiry by States is about parallel with the increase in the volume of sales.

I do not mean by this that inquiries in the milking machine business are not as important today as they used to be. They cost more and are of even greater importance. The farmer of today is familiar with milking machines. There are probably at least two agents in his home town. When he takes time to write to a manufacturer instead of looking up a local agent it is an indication that he is a careful buyer, that he has probably written to two or three other manufacturers and that when you sell your machine you have a customer who has compared the different makes and knows why he prefers your machine to the others. The local agent should not be expected to furnish all of the sales initiative—yet it is only natural as the agents become more aggressive there will be a smaller number of prospective purchasers who will feel it necessary to answer advertisements.

The second year it was decided to tell something about the Perfection and what it had done, so the size of space was increased to quarter pages. That year each piece of copy contained two letters from owners and no claims were made except those borne out by the letters.

It was found that these letters encouraged other owners to write

# LA PRENSA

Announces the opening of its  
General Headquarters for  
**South America**  
at Santiago, Chile

The Office will be in charge of Mr.  
Alfredo v. d. H. Collao, President  
of LA PRENSA PUBLISHING  
COMPANY OF NEW YORK,  
INC., who will sail from New York,  
January 31st.

---

**E**XPORTERS, Manufacturers, and  
all others interested in Latin-  
American business, who desire infor-  
mation or cooperation, should com-  
municate with

FOREIGN SERVICE DEPARTMENT

## LA PRENSA

245 CANAL STREET, NEW YORK

*"The Only Spanish Daily in the United  
States"*

# Opportunity

## *Knocks at the Doors of*

# Two Men

An advertising agency, young and fast-growing, whose main office is located in a city near New York, offers exceptional opportunities to men who can measure up to the requirements of two positions open in its organization.

**Position Number One**—requires a man with a record of achievement, qualified to take charge of our representation. He would direct the work of business development, being placed in charge of sales, and to a certain degree supervise our relations with clients.

Almost certainly the man we want is now in an advertising agency. Perhaps he is already director of sales and service, but finds the possibilities of advancement limited by the nature of the organization he is connected with. Or he may have proven his right to such a position, but has never been given his chance. He is probably more than thirty and less than forty-five years of age, although he may be older or younger, yet suitable for the job if he has the experience and other qualifications. He must have the ability to direct other men and handle big affairs himself.

**Position Number Two**—requires a man qualified to meet big men, assume the burden of service work and act as assistant to the Manager of the New York Division of this agency. He must have sufficient experience and necessary ability to enable him to analyze merchandising problems and apply advertising to their solution. This man will be a potential sales and service executive who can eventually do for the New York Division the things required of the man we are looking for to fill Position Number One.

Give complete details and address your reply to A. C., Box 146, care of Printers' Ink.

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the company and tell of their experiences. I remember one letter from a dairyman in California in particular. While many users had told of the savings in labor cost, it had never been claimed that the Perfection was better than hand milking. This California dairyman had a young heifer who was so wild she would not let a hand milker touch her. Two days before the Perfection was installed she had bolted out of the barn and cut herself on a barb wire fence. The hired man, probably as an indication of his attitude toward the innovation, tried the milking machine on this heifer first. Imagine his surprise when he found the heifer not only taking to the machine but giving down her milk freely. This letter was a revelation to me. We used it in the next campaign and it brought back stories of other, even more, remarkable experiences.

#### TREADING LIGHTLY IN THE ADVERTISING

We knew that the cow, under similar conditions, would not give less milk to the machine than to the hand milker, but there would be nothing to be gained by such a negative argument. We knew that the machine was not so liable to get tired when half way through milking. Having no girl to call on when milking was over, there would probably be more milk. But if we should antagonize the hired man there would be no one to tend the machine. Few dairymen weigh the milk from each cow and the milk flow is so varying that we had no way to answer the question until one day a letter was received from an owner of some very fine pure bred cattle telling of what he considered a good joke on himself. He had had a cow on seven days' official test: had milked her four times a day by hand and had naturally made every effort to make a record.

After the test the cow was milked by the machine twice a day and the milk was weighed as usual. The joke rested in the fact

## An Unusual Opportunity

**A**FTER eleven exceptionally pleasant and satisfactory years with The Conklin Pen Mfg. Co., Toledo, Ohio, as Advertising Manager, I am leaving them to take up other work—and I am naturally interested in helping them secure a successor. He should be a thorough-going advertising man who can measure up to the possibilities in the job. He should not be a specialist but a good all-round man because he will have charge of magazine, newspaper, tradepaper and direct mail advertising and a rather extensive program of dealer helps.

The working conditions are unusually pleasant here, the management fair, square and broad-minded and there is every opportunity to make good—but it will require a man with a high order of ability. He should be an organization man who can co-ordinate his work with the other departments, especially the Sales Dept.

Please give full particulars as to age, experience, qualifications, salary required, etc., addressing your reply to the General Manager of the company.

W. N. BAYLESS

The Conklin Pen Mfg. Co.  
Toledo Ohio

## ADVERTISING REPRESENTATIVES WANTED

One Man for New York City and the East.

One for Chicago and the Western Territory.

These positions are open with a monthly magazine of high quality circulation.

The men we are looking for have successfully represented publications in the National Field.

To the men that measure up to our qualifications, we offer permanent positions with a splendid future.

The starting salary will be between \$3,000 and \$4,000, with more money as ability is proven.

Give full details in first letter. All applications will be held in strict confidence. Address F. A., Box 145, care of Printers' Ink.

### *An Advertising Agency Requires*

## THE SERVICES OF AN ACCOUNT AND CONTACT MANAGER

WE seek someone to act as contact between a selected list of our clients and ourselves. We prefer one who is now employed by an advertising agency in a similar capacity. The man or woman we employ will have a keen appreciation of the power of advertising and a thorough understanding of what is meant by advertising vision.

Answer, giving full details, stating education, training, experience and salary expected. Your letter will be treated with strictest confidence. Address R. A., Box 145, care of Printers' Ink.

that the cow gave more milk to the machine the seven days after the test than by hand milking during the test.

The second year of the advertising the business showed another increase of 500 per cent and the appropriation was increased. That year a large new factory was built—the largest in the world devoted exclusively to the making of milking machines. The size of space was increased to half pages and the copy for the first time was focused on the machine itself, the actions of the teat cup, the pulsator and other mechanical details. Not until the third year was any technical copy attempted. The experience stories were still the prevailing feature, but for illustrations only a picture of the machine was used. We wanted farmers to become familiar with the appearance of the Perfection, as it looks more rugged and business-like than other milkers.

### AFTER THREE YEARS, DEALERS BECAME ASSERTIVE

It was during the third year that the local agents began to assert themselves and make sales without help.

I have heard advertising men advise manufacturers to sell their machines by mail in the beginning until distribution can be established and then to sell through dealers. It may be possible to do such a thing with certain articles but with a device which supplants a well-established method already in use an agent needs all the assistance he can get right at the beginning. It may seem pretty expensive to send your own salesman out to make one sale after another and then turn over a nice profit to an agent who has done nothing more than drive the salesman out to the farm; but it is necessary until the awful period of suspicion has been passed.

The proportion of sales which an agent will make without assistance is a very important matter. The Perfection company keeps careful records on this. The first year an average agent required assistance with about

# Evidence—

*from a reader*

**JAMES B. KIRK**, of the Erickson Company of New York City, has given an accurate analysis of *Printers' Ink Monthly* in the following letter:

Have just been looking over the January number of *Printers' Ink Monthly*, and feel moved to send you a few words of appreciation.

*Printers' Ink Monthly* somehow gives me the impression that it was not born of a desire merely to produce a new publication, but rather it is the ultimate expression of a gradually developed idea. It seems to have grown as the plot of a story grows in the author's mind until it is ready to flow forth from his pen, or as a picture progresses in the artist's fancy until it takes definite form at the end of his brush.

In other words, the magazine starts as the well-rounded product of professional brains and skill, rather than as an experimental groping for a hazy object.

This is decidedly different from the old days of advertising journalism!

Of course, you'll "touch up" and improve the magazine as time moves on. That goes without saying. But as it stands it is a work of art editorially, pictorially and typographically.

If you haven't subscribed to the *Monthly*, just fill in the blank below. You will receive a bill later.

-----  
TEAR THIS OFF AND MAIL IT

I want to invest \$1.00 in a year's subscription to the *Monthly*.

Name.....

Address.....

Firm.....

(If Canadian or Foreign, rate is \$2.00)

## ADVERTISING REPRESENTATIVES WANTED

One Man for New York City and  
the East.

One for Chicago and the Western  
Territory.

These positions are open with a  
monthly magazine of high quality  
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such a thing with certain articles  
but with a device which supplants  
a well-established method already  
in use an agent needs all the as-  
sistance he can get right at the  
beginning. It may seem pretty  
expensive to send your own sales-  
man out to make one sale after  
another and then turn over a nice  
profit to an agent who has done  
nothing more than drive the sales-  
man out to the farm; but it is nec-  
essary until the awful period of  
suspicion has been passed.

The proportion of sales which  
an agent will make without as-  
sistance is a very important mat-  
ter. The Perfection company  
keeps careful records on this. The  
first year an average agent re-  
quired assistance with about 90



# Evidence—

*from a reader*

**JAMES B. KIRK**, of the Erickson Company of New York City, has given an accurate analysis of *Printers' Ink Monthly* in the following letter:

Have just been looking over the January number of *Printers' Ink Monthly*, and feel moved to send you a few words of appreciation.

*Printers' Ink Monthly* somehow gives me the impression that it was not born of a desire merely to produce a new publication, but rather it is the ultimate expression of a gradually developed idea. It seems to have grown as the plot of a story grows in the author's mind until it is ready to flow forth from his pen, or as a picture progresses in the artist's fancy until it takes definite form at the end of his brush.

In other words, the magazine starts as the well-rounded product of professional brains and skill, rather than as an experimental groping for a hazy object.

This is decidedly different from the old days of advertising journalism!

Of course, you'll "touch up" and improve the magazine as time moves on. That goes without saying. But as it stands it is a work of art editorially, pictorially and typographically.

If you haven't subscribed to the *Monthly*, just fill in the blank below. You will receive a bill later.

-----  
TEAR THIS OFF AND MAIL IT

I want to invest \$1.00 in a year's subscription to the *Monthly*.

Name.....

Address.....

Firm .....

(If Canadian or Foreign, rate is \$2.00)

# FOR SALE

## *Established Business in Well-Known Hardware Specialty*

A firm of long standing will sell this part of their business in order to make room for rapid expansion on another part of their line, which reaches a different trade and requires different equipment.

The product has been advertised and sold nationally with great success for many years and is handled by every good hardware jobber in the United States and Canada and many foreign countries. Every home owner is a prospective buyer.

Manufacturing process is simple and can be handled by any good shop man. Sales have been handled for years by two brokers working on commission basis and by direct mail correspondence with jobbers and dealers.

Considering the volume of sales, the business requires a comparatively small investment, and only a very limited number of people to handle it. On basis of past sales, the business will pay for itself in a few years at the price asked.

Price will include all patents, good will, equipment for manufacturing, list of customers and everything to make business a success. The many patents give the purchaser practically a monopoly in this business.

Selling figure has been reduced to a minimum for quick sale to make room for production of the other line. Will bear most rigid investigation.

*Wire or write*

W. H. Duval, 805 Leader-News Bldg., Cleveland, O.

per cent of his sales. After the third year the agent begins to make sales with very little assistance and a greater proportion of the time of the salesmen is devoted to establishing new agencies. After twenty or thirty outfits are sold in his territory an agent hardly ever thinks of asking for a salesman to help him. He has the twenty to thirty satisfied customers as helpers and they are not only "the best advertisements" but the best salesmen as well. At the recent sales convention an agent reported that while it took a whole year to sell his first eleven milkers, now that he had more than 200 satisfied customers to help, he has sold as many as twenty-nine in one week.

#### SALES CURVE FOR 1920 ALREADY PLOTTED

In four years the volume of sales has increased 1,400 per cent and the advertising appropriation, as will be noticed from the chart on page 6 has been kept almost parallel. We have now reached the stage where we are so certain of what the organization will accomplish with a given volume of advertising that we plotted the sales curve for 1920 when the advertising appropriation was made.

During the fourth year the advertising took a turn to "intensive cultivation." The moment had arrived when it was time to make the owners talk—when their courage in adopting the labor-saving device in the face of the scoffs of their neighbors should be rewarded through the imitation of those same neighbors. In that campaign no space smaller than half-pages was used. These half pages of farm paper space were three columns wide on a four-column page dominating the space. In the dairyman's publications, such as *Hoard's Dairyman* and *Kimball's Dairy Farmer*, full page preferred positions were added to the regular schedule of three-column half pages. The advertisements were big enough so that every owner of a Perfection Milker might take pride in the

*An Important  
New Book*

## Modern Sales- Management

*By J. George Frederick*

*President of the  
Business Bureau*

Here is the answer to your sales problem. A book that gives you straight-from-the-shoulder facts about selling—marketing—distribution.

This volume tells you how to build and manage a sales organization, achieve successful distribution, create demand and educate consumers, meet competition, select salesmen, conduct sales conventions; how to evolve sales strategy, stimulate and assist the retailer, apply efficiency principles, etc., etc.; how to interlock sales and advertising efforts, the graphic recording of sales—and hundreds of other similar subjects of vital interest to the sales-manager.

Mr. Frederick deals with conditions as they exist today. In his own wide experience he has faced these conditions and conquered them. Every angle of selling, merchandising and distribution is fully covered.

This is a book for the salesman, the saleswoman, the manufacturer, the jobber, the advertising man, the retailer—for anyone who is concerned in marketing any commodity.

It is a work of vital importance to industrial America. It should have a place in your business library. Get it today. Apply its teachings to your own problems and solve them.

**This Is An Appleton Book**

*\$2.50 net—by mail \$2.70*

**D. Appleton and Company**  
Publishers—New York

## **WANTED**

# **Advertising Salesman**

We have an opening for an experienced advertising salesman whose sales records put him in the \$5,000 and upward class.

Our advertising medium has new and original selling features which have been pronounced O-K by leading advertising authorities.

Experience in selling automobile, auto accessory and kindred lines of advertising is preferable, but not absolutely essential.

Applicant must be fully qualified to take charge of branch office and assume responsibility for advertising which should originate in his territory.

He should have a wide acquaintance and experience in co-operating with advertising agencies and advertising managers, and be able to lend a helpful hand to the copy man.

To the right man we offer an unusual opportunity for a permanent connection with an income limited only by his own initiative and selling ability.

This proposition is well worth an hour of your time. State age, nationality and give record covering the past two years.

**Address Sales Manager  
Box 147, Printers' Ink**

way "his" milker was advertised.

With E. B. Ringham, the secretary-treasurer of the company and the man primarily responsible for the advertising, I recently visited more than one hundred Perfection owners, and of course in every case asked if he saw the advertisements. Each one smiled as though he thought it an unnecessary question. Some said they saw them in every farm paper they opened; others were sure they saw them in every issue of the principal paper they read. As a matter of fact, there are but few publications in which a Perfection advertisement appears every issue and there are still many agricultural publications which are not on the list. Many mentioned the size of the advertisements as indicative of the apparent growth of the company. And then they began to talk of their own experiences and how their wise friends shook their heads when the first milker was used in that district. These enthusiastic dairymen literally crowded me with copy as though convincing the world that the Perfection Milker is perfection, was as much their business as that of a salesman.

Do not understand me to imply that the period of suspicion for milking machines is a thing of the past. I dare say that before you started reading this story you were among the skeptics—unless you had seen the Perfection Milker work. Unless you milk eight or more cows you are not a prospect at the present time. But you help make up public opinion. And there are still some stubborn dairymen who will not buy a milker until they are not only certain about their neighbors but that their city cousins will not laugh at them either. In the leading dairy districts there are many practical men who are Perfection boosters; but that period of suspicion will not have passed until everyone is convinced.

That advertising is playing its part in decreasing the period of suspicion of milking machines there can be no doubt.

# Morning Record Meriden, Conn.

**The only A. B. C. paper in the city;**  
**Large lead in circulation—proved;**  
**Biggest circulation in the Homes;**  
**Biggest City Circulation;**  
**Biggest Suburban Circulation;**  
**Largest volume of local display advertising;**  
**Largest volume of Paid local "Want" advertising;**  
**Largest volume of National advertising;**  
**Lowest advertising rates per thousand of circulation.**

Eastern business handled from the HOME OFFICE  
Gilman, Nicoll & Ruthman, Western Advertising Representatives,  
Tribune Building, Chicago

## *The* Britton Printing Company

*Printing for Advertisers*

CATALOGS  
MAGAZINES



LARGEST PLANT IN  
CLEVELAND, OHIO

# NEW ENGLAND

*This is the Best Territory for an Old  
Advertiser or a New One*

Here in New England are the highest ratio of skilled mechanics and skilled factory operators at the highest wages.

Here is great per capita wealth dominating ability to purchase what pleases them.

Here is offered an opportunity for the closely knit distribution of all classes of goods.

Here is selling economy owing to the cities and towns being close together, making it easier and cheaper to reach the dealer and put the goods on his shelf.

Here conditions are right for the marketing of goods from everywhere, but you should use the

## HOME DAILY NEWSPAPERS

N. W. AYER & SON said:

"The man with the newspaper—you see him everywhere. He is interested and he is interesting."

"He has a favorite paper. So has his family. To be in these papers right means to be right in it."

SALEM, MASS., NEWS  
SPRINGFIELD, MASS., UNION  
TAUNTON, MASS. DAILY GAZETTE  
WORCESTER, MASS., GAZETTE  
PAWTUCKET, R. I., TIMES  
BRIDGEPORT, CT. POST and STAND-  
ARD-TELEGRAM  
NEW HAVEN, CT., REGISTER  
NEW LONDON, CT., DAY (Evening)  
WATERBURY, CT., REPUBLICAN

PORTLAND, ME., EXPRESS  
BURLINGTON, VT., FREE PRESS  
MANCHESTER, N. H. UNION and  
LEADER  
FITCHBURG, MASS., SENTINEL  
LOWELL, MASS. COURIER-CITIZEN  
LYNN, MASS., ITEM

EACH OF THE NEWSPAPERS here  
named is a power in its home com-  
munity.

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## Canada After Oil Swindlers

Authorities of the Province of Ontario have taken action to check the spread of dishonest or worthless oil company promotions under provisions of the Ontario Companies' Act. Arrests have been made recently of numerous promoters who have been advertising stocks of companies under suspicion.

The Ontario Companies' Act requires that a company offering shares for sale shall file a prospectus giving definite information as to the names, addresses and description of original incorporators; the number of shares subscribed for; the names and addresses of directors; the shares, debts and debentures issued; the names of the vendors of any property purchased by the company with the amount paid in cash or shares for such property; the amount of commissions on any subscription or for underwriting sales; the amounts of preliminary and promotion expenses, particularly of important contracts; names of auditors; and the extent of the interest of every director.

The advertisements which led to prosecutions under the Act gave little information and were generally of the get-rich-quick variety familiar wherever newspapers do not exercise a strict censorship over their advertisement columns.—"The Lamp."

## Chinese Typewriters Made Possible by Phonetic System

A new simplified system of phonetic writing called Chu Yin Tzu-Mu, is said to be making rapid progress in China, according to the Guaranty Trust Company of New York. This system uses thirty-nine symbols, twenty-four initials, twelve finals and three medials or connecting sounds. In 1918 Chu Yin Tzu-Mu was officially adopted by a congress of representatives of all the provinces as the written language of China. It has been taught in the government normal schools, the lower normal schools and even the grade and primary schools. Lecturers have been sent into remote towns. Colleges held institutes to teach the system to school teachers, and the armed forces adopted the system for signal codes.

The new writing makes possible the introduction into China of modern typewriters. Several American typewriter firms are now seeking to develop the market.

## Cut-Glass Will Be Labelled

The question of setting apart the product of members of the National Association of Cut Glass Manufacturers from that of the rest of the trade was one of the most important problems that was discussed at a recent meeting of the association held in New York. It was finally decided that each piece of goods turned out by a member of the organization should bear a label guaranteeing the article to be a strictly American product and the best which the country can produce.

# QUANTITY and QUALITY THE EVENING EXPRESS

has both of these desirable attributes sought for by advertisers.

**QUANTITY** The Evening Express has more circulation than all other dailies in Portland, yes several thousand larger than all combined.

**QUALITY** The Evening Express is the standard of advertising value in Portland. It is "far and away" the best newspaper in the city of Portland judging by all standards that measure value in a paper. It is read in more than nine out of every ten homes in Portland and Suburbs. In

## PORTLAND MAINE

The Express is Supreme

The Julius Mathews Special Agency  
Boston—New York—Chicago

# BRIDGEPORT

has had its most  
prosperous year

This city of ours is just bulging with the good things that 1919 brought us. The

# Post-Telegram

is of course, as usual, the cock-of-the-walk in newspaperdom in Bridgeport. They are welcome visitors in nine out of every ten homes. The Telegram mornings and the Post evenings sold in combination are a great buy.

I. A. KLEIN  
254 Metropolitan Tower  
New York, N. Y.

JOHN GLASS  
Peoples Gas Bldg.  
Chicago, Ill.



# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING COMPANY**  
 Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

**Chicago Office:** 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

**New England Office:** 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

**Atlanta Office:** Candler Bldg., GEO. M. KOHN, Manager.

**St. Louis Office:** Post Dispatch Building, A. D. MCKINNEY, Manager.

**Canadian Office:** Lumsden Bldg., Toronto, A. J. DENNE, Manager.

**London Office:** Craven House, Kingsway, W. S. CRAWFORD, Manager.

**Paris Office:** 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45 quarter page, \$22.50; one inch, minimum \$7 Classified 50 cents a line, Minimum order \$2.50

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 FREDERICK C. KENDALL, Managing Editor  
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 London: Thomas Russell

NEW YORK, JANUARY 22, 1920

## Selling to Employees at Cost

A national association of retailers suggests to its members the display and advertising of economy merchandise to help reduce the cost of living. Manufacturers in many lines blame the consumer because he wants high-priced merchandise and will not be content with anything cheaper. Certain labor unions decide to co-operate with the farmer in order to "unify action in eliminating speculation and profiteering in the necessities of life."

Many manufacturers are selling merchandise at or slightly above cost to their employees in a similar effort. It appears that every-

thing which is done by any group of people is condemned as unfair by some other group. An association of over 800 retail grocers recently adopted resolutions condemning manufacturers for selling groceries at cost to their employees. These resolutions protest that manufacturers, without thorough investigation, have accused the retail grocer of being a profiteer. That because of this attitude they have started a retail distribution of foodstuffs in their plants to employees, incurring the expense of handling and charging the same to their overhead. This practice, they say, robs the retail grocer of the best part of his business, and is, in the judgment of the retail grocer, unjust, illegal and impractical.

"We believe in practical co-operation," say these grocers, "but do not believe in impractical paternalism—especially, that kind which destroys legitimate business." They very kindly allow workers to buy co-operatively for their own saving, in the following words:

"We believe any body of workmen has the right to club together and conduct a retail store for their own benefit and profit, and would welcome such association to membership."

Many interesting questions are brought up in this set of resolutions. The manufacturer who buys food products and the necessities of life in large quantities and sells them to his workers at cost, has often been accused by such workers of serving selfish ends. It has been said that by reducing the price of the necessities of life at the expense of some corner grocer, he has in mind immediately to reduce wages in like proportion. However, it must be admitted that many manufacturers have recently made a sincere effort to help their employees in an intolerable situation. Labor itself does not object to this sort of help. The charge of paternalism, therefore, made by corner grocers, whose business would suffer, appears to be hardly justified in this case. While such a

practice might be entirely out of place permanently and economically unsound, temporarily it may relieve a desperate condition.

At a time when every effort toward reduction in the cost of the necessities of life should be encouraged, it would appear that the blanket charge of paternalism, made by an association of retail grocers, is in bad taste, to say the least.

### **Getting the Distributor's Good Will**

One of the most vital problems facing the manufacturer for a great many years has been how to win the active support of retail distributors. Upon his policy toward his retail distributors depends, to a large extent, the future of his business. It is true that distributors are using more and more the advertising helps that are furnished them by manufacturers, and their old-time antagonism to advertised brands is rapidly disappearing. These tendencies are, perhaps, due to the fact that the distributor has proved to his own satisfaction the quicker sale of advertised products, and that quick turnover means better profits and is sound business.

A really worth-while co-operation on the part of the distributor, however, springs from a far deeper motive than sales-helps alone. It depends, perhaps, on that intangible quality known as corporate character, founded on understanding and sympathy for the retailer and his needs, a realization on his part of the character of the company he is representing.

It is also true that in spite of the time-tried methods of co-operation, any new plan or idea for the retailer's benefit gets quick attention because of its novelty.

Under these circumstances, why do not more manufacturers include their distributors in the mailing list when they send out a booklet describing their industrial co-operative plans? Successfully tried plans for making loyal and contented workmen tell a whole lot about the character of the cor-

poration. The distributor also has the problem of his employees' welfare to solve. The subject is a timely one, and out of many a book he might get some ideas that would be of real help to him in his business. It costs the manufacturer very little extra to send the descriptive booklets about his own plans for decreasing labor turnover to his list of distributors.

It is a mighty good formula for securing the whole-hearted support of distributors, to convince them by action as well as words that the company wants to succeed by making them successful also. Taking them into the confidence of the firm on a matter of as great importance as the industrial problem, seems like an idea worth trying out.

### **Candid Advertising and Disguised Propaganda**

When the Philippine government, realizing the need for more interest in Philippine resources and products on the part of citizens of the United States, decided to inaugurate an advertising campaign through paid space, it was well advised. In so many cases governmental organizations seem to feel that the best way to get results of this nature is to employ a corps of press agents, and try to spread their chosen propaganda by more or less cleverly disguised copy in the form of "news." But the Philippine government is wise enough to adopt the open way, the candid way, the best way, by purchase of space in the newspapers and magazines. It is thereby following the good example of the Swiss government, and of the Mexican government, which has bought space in which to state its side of the intervention question.

It has been frequently remarked of late by observant critics that much of what we accept as news nowadays is in reality merely propaganda. It is in far too many cases "inspired" by some person or group of persons with an axe to grind. This tendency to im-

part a flavor or bias to the news of the day began to be noticeable a few years ago, but apparently it was the war that has brought it to its fullest development.

The truth of the charge that much of to-day's news arises from tainted or doubtful sources is admitted by Frank I. Cobb, editor-in-chief of the *New York World*, who in a recent address said:

"Shortly before the war the newspapers of New York took a census of the press agents who were regularly employed and regularly accredited, and found that there were about 1,200 of them.

"How many there are now I do not pretend to know, but what I do know is that many of the direct channels to news have been closed and the information for the public is first filtered through publicity agents. . . .

"Their function is not to proclaim the truth, the whole truth and nothing but the truth, but to present the particular state of facts that will be of the greatest benefit to their client—in short, to manipulate the news. . . .

"The failures of popular government have always been failures of public opinion—mostly of public opinion that was ill-informed, of public opinion that was denied the facts, of public opinion that was misguided by self-constituted masters. . . ."


The evil example set by some governments and some government officials has in many cases been followed by ill-advised corporations and other business organizations. And thus the army of press agents grows apace. But there are evidences that the press agent has overdone his job. There are more than a few symptoms of revolt against his manipulations. Thinking people are coming to a realization of the fact that an honest proposition deserves to be presented honestly, and that the money spent on invisible propaganda would often get far better results if it were frankly spent for advertising space in which any message or arguments may be seen and judged of all men.

### A Justification of "Service"

Some time ago there was much agitation against delivery service and efforts were made to induce store proprietors to cease advertising it. Instead, the "cash-and-carry" plan was proposed. This was on the ground that delivery service was uneconomic, wasteful of labor, and altogether unduly expensive. A recent announcement by the big milk delivery companies of New York throws an interesting sidelight on this discussion. They have found their attempts to induce housewives to call for their milk at branch stations entirely vain. A reduction of several cents in the price per quart of "loose milk" has had small effect. They have proved to their satisfaction that householders want their milk delivered at the door, even at a higher cost.

The cash-and-carry plan had its reason for existence during the pressure of war, but as a permanent policy it has its weakness; and that is the fact that if all establishments which are, in effect, simply warehouses acting as distribution centres, compelled their customers to call for their goods, an enormous congestion would ensue which would seriously choke the channels of trade. No doubt much delivery service is abused and is wastefully conducted, but it is a question if an equivalent waste would not be involved by compelling all customers to lose time buying supplies over the counter.

Perhaps, after all, the housewives are right by instinct. For distribution has its established place as an economic function in modern life, almost as much as production. Modern life is accompanied by more or less unavoidable waste, both in energy and money. But the price of waste is one of the penalties we are called upon to pay for the right to enjoy the fairly smooth-running existence such as is common to all our large cities. At any rate, the conclusion seems inescapable that people demand a delivery service and are willing to pay for it, even at an extra charge.



## Argentina buys

as much from the United States as from Great Britain, France and Japan combined—or as from any eight other countries not counting Great Britain.

Argentina has the money to buy more—her eight and a half million people have a per capita wealth of \$1,750, yet enormous fertile sections of the country are as yet practically undeveloped.

The men of Argentina who take the lead in big buying read LA NACION every day—it is the most influential newspaper in all Latin America.

It has built this influence by giving the world's news every day without regard to cost. Few newspapers in the United States publish so complete a report of the world's doings.

You buy a definite value when you buy LA NACION advertising space.

## LA NACION


Buenos Aires, Argentina  
United States Business Office  
1 Wall Street, New York

A. EUGENE BOLLES

United States Advertising Director  
120 West 32nd St., New York

JAMES A. RICE  
58 East Washington St., Chicago

CHARLES B. BLOUNT  
444 Tremont Building, Boston



When you advertise

## IN PHILADELPHIA

don't forget to insure the co-operation of retailers by including a schedule of dealer copy in the

## RETAIL ~~and~~ LEDGER

Twice a Month, \$1.00 a year

When the East  
Reaches the West

## LOS ANGELES EVENING HERALD

The greatest week-day  
advertising medium on  
the Pacific coast

DAILY CIRCULATION  
123,305

Have you, as a sales manager, ever wished you could have built your organization up from the bottom?

Here is a going, profit-making concern. The sales force is as yet unorganized. A sales manager is to be chosen and will have an opportunity to build in accordance with his own ideas. The responsibility will be his, also the credit for successful accomplishment.

A knowledge of the retail dry goods trade and conditions in the Middle and Western States is essential.

We do not want your life's history in the first letter, but we do require some real facts that will induce us to arrange for an interview. Do not be afraid to mention the kind of remuneration arrangement you think you should receive.

We intend to intrust the man with wide powers, but we must be assured that he is the right man for the place.

"Sales-manager and Organizer," care of **PRINTERS' INK**, 833 Peoples Gas Building, Chicago, Illinois.

## Advertising Man Recognized for Demobilization Work

John Ring, Jr., St. Louis, has been awarded the cup that is presented each year by M. L. Wilkinson, president of the Scruggs-Vandervoort-Barney Dry Goods Company to the man who does the most to advance the interests of the State and city governments and of the St. Louis Advertising Club. The winner was given the cup because of his record in the Demobilization Bureau, in the organization of the Better Business Bureau, in work during the Victory Loan campaign and as president last year of the advertising club.

The cup was presented at a luncheon meeting of the advertising club held last week. Robert C. Fay, marketing manager for the Seaman Paper Company, Chicago, was the principal speaker at the meeting, speaking on "Direct-by-Mail Advertising." He cited many cases where the wrong impression has been created by the use of the wrong color paper, or poorly designed letterhead.

## City Funds Can't Be Used to Advertise Baseball

City Attorney P. H. Orom, of Jacksonville, Fla., recently ruled that it is unlawful for the municipality to appropriate city funds for advertising baseball games to be played by the New York (American) and Brooklyn (National) League teams during their spring training trip in the South. The decision came as a result of a resolution introduced in the city council appropriating the sum of \$1,000 for advertising and making some needed improvements upon the ball grounds. It was proposed to divide the sum equally between the two teams.

Mr. Odom declared that it was probably true that the city might receive some favorable advertising from the visit of the teams, but that the main purpose of the proposed appropriation would be to benefit the teams themselves.

## Don Bridge Promoted at Indianapolis "News"

Don Bridge, who has been a member of the merchandising service department of the Indianapolis News, during the last two years, has been made manager of that department.

The Interstate Electric Novelty Company, Brooklyn, N. Y.; maker of the Franco flashlight, has changed its name to the Franco-Electric Corporation.

## House Organ Contributions

Live special articles, anecdotal and epigrammatic matter supplied at a moderate charge. Send sample copies of your House Organ and Sales Bulletin and I'll submit sample copy of specialty prepared matter. No obligation.

John J. Lutge  
263 Ninth Ave. New York City

IT REQUIRES ORGANIZATION TO  
MANUFACTURE GOOD ENGRAVINGS  
WE HAVE BEEN ORGANIZED SINCE 1895  
EQUIPPED TO DELIVER THE BEST POSSIBLE  
WORK IN THE LEAST POSSIBLE TIME

**THE STANDARD ENGRAVING CO.**  
**PHOTO ENGRAVERS**

225 WEST 39<sup>TH</sup> STREET, NEW YORK AMERICAN PRESS ASSOCIATION BLDG.

**Population 65,000 Trading Centre for 100,000**

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

**Brockton Daily Enterprise**

**Printing 18,000 Daily**

Flat Commercial rates 4½ cts. per line, 63 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries over a page of want advertisements



**12 COLOR  
CHARTS**



**"ADVERTISING &  
COLOR"**

A Suggestive and Instructive  
Book for Advertising Executives  
Advertising and Art Salesmen,  
Artists, Lithographers, Printers,  
Engravers, Etc.

**40¢ ea 3 for \$1.00**

L. URGELLES 117 N. DEARBORN ST. CHICAGO, ILL.



**Adart Studios**  
Illustration • Design  
• Lettering



**"GIBBONS Knows CANADA"**



# The Little Schoolmaster's Classroom

THE Schoolmaster recently attended an advertising club meeting where price maintenance was under discussion. One of the speakers was the head of a company manufacturing a well-known safety razor with a generally maintained price of five dollars. During the course of the talk, he mentioned that the gross profit allowed the retailer averaged 30 per cent, and when later it developed that the cost of doing business in a drug store was 27 per cent, the question was put to him:

"Do you think that allowing a net profit of only 3 per cent is sufficient to pay the druggist for handling your product?"

"Actually," he returned, "his net profit is more than 3 per cent. If the druggist's cost of doing business is 27 per cent of sales, that is averaged over a dozen different departments, some of which cost more and some less. His soda department, for example, may cost him 35 per cent to 45 per cent as against 12 per cent or 13 per cent for his cigar department. The sales cost percentage varies with the department and with the individual article in the department.

"Since ours is a highly advertised product, it takes less time for the clerk to sell it. Furthermore, \$50 invested in it may turn over a dozen times in a year as against two or three times for an unadvertised product. The fixture and storage charge against it are proportionately less. While, therefore, the druggist's average cost of doing business is 27 per cent, his actual cost for handling our product would be only approximately 20 per cent and he has therefore a net profit of 10 per cent instead of 3 per cent."

Isn't this the real answering argument to the retailer's frequently heard objection that advertised products pay him only a small profit? Of course the gen-

eral argument is used that turnover is faster, etc.; but the retailer generally figures on a basis of difference between gross profit and selling expense. Pointed out in this way, it puts the case concretely.

Various agencies are training the retailer to departmentize his business and keep account of costs and profits by department. If some way could be found whereby this division of costs could be extended to actual individual lines, it would unquestionably convince the retailer that his cost of doing business is less on the advertised product than on the unadvertised, and much of his opposition to so-called small-profit lines, where really a part of his selling expense has been assumed by the manufacturer in advance, would be removed.

"I have always found," said a highly successful salesman to the Schoolmaster, "that a prospect is more susceptible to the selling appeal under artificial light, and more especially at night."

This was somewhat startling to the Schoolmaster, but, looking back over his experience, he is bound to agree in the opinion.

By way of example consider the window display. It certainly has a greater attraction at night under electric light than during the lighted hours of the day. A painting in an art gallery is rarely exhibited by a sunlit window, but generally under artificial light.

The Schoolmaster does not attempt to explain it. He does not happen to recall seeing this point mentioned in any of the books on selling or psychology; but perhaps the experts can throw some light on the subject.

On a bright, crisp morning early in January the Schoolmaster met an old advertising friend—the poster of the National Biscuit Company which reads, "During



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ADVERTISER to REPRESENTATIVE to MANAGER to ART DIRECTOR to



REPRESENTATIVE: MANAGER: ART DIRECTOR: ARTIST:

When your sales idea reaches the artist fourth-hand, it can not be properly illustrated.

Text and illustrations receive my first-hand personal attention, and the benefit of twenty years' experience in advertising.

## CARL REYNOLDS

116 WEST THIRTY-NINTH ST.

NEW YORK



### *Ideas*

### *Color Drawings and General Art Service*

are available to our clients. We're not trying to compete with agencies or artists by any means, but our service is complete, and we can put through a job from rough sketch to finished plates in any number of colors and Ben Day, if desired!

## The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.  
J. H. TRYON C. A. GROTZ

**10,000 Letter Heads \$25.00**

Extra good grade bond paper. Highest quality printing. Dust proof packages. A 100 PER CENT SAVING AND BETTER LOOKING LETTERS. Send for samples.

**Sprinkle Brothers, Printers**

Martinsburg, West Va.

**Ideas—Posters**

We Do All  
Kinds of  
Commercial **ART** M. WILSON  
B. Y. KNIGHT  
139 West 16th St., N. Y. C.

**ASSISTANT  
ADVERTISING  
MANAGER**

A large organization with headquarters in Chicago desires the services of a high-grade advertising man. Applicant must have had best type of agency experience and possess inherent ability to write "reason why" copy. Must be capable of creating strong, attractive layouts. Appointment will be made on the basis of experience and records of advertising which applicant has produced. Only those who have had considerable experience with representative American organization or who have handled national accounts will be considered. While this advertisement calls for an assistant manager there exists the opportunity for the right man to secure within a very short time the position of manager. Give details, state age and salary wanted. Reply to H. F. A., 833 Peoples Gas Bldg., Chicago.

Leap Year We Propose Uneeda Biscuit." As the illustration pictures two attractive girls, one of whom holds a package of Uneeda Biscuit, the text and picture link very well indeed with the Leap Year privilege of the gentler sex. It seems to the Schoolmaster that this identical poster has been used several times before; but it is so clever and timely that it is always new. The poster is certainly appropriate just now, at a time when social small talk and the quips of humorous writers and comedians are directed to the spinsters' life-saving year. Two months from now the poster would probably fall flatter than a pancake.

Another National Biscuit Company poster that is occasionally repeated, and which sticks in the Schoolmaster's memory, is the one which is used during September, when the schools re-open after the long summer vacation. The poster shows several school-books topped by a package of Uneeda Biscuit. The books are placed so that the titles on the edges are turned sideways or upside down. Each year the Schoolmaster has a few merry chuckles at the ever inquisitive grown-ups who twist and squirm to read the names on the school-books to see if long-forgotten readers and arithmetics are still being thumb-printed by the present generation of school children.

The lesson the Schoolmaster wishes to point out to the class is this: It is a wise advertiser who knows when he has rung the bell with a piece of copy and has the courage to repeat the advertisement at more or less regular intervals. It is not always good judgment to reject an advertisement merely because it is old and time-tested. Instead, it is well to

**RDS** You could not duplicate this monthly service on sales, advertising and business conditions for \$1,500—yet it costs but \$15. Ask for January Bulletin and literature—sent free.

403 Meridian Life Bldg., Indianapolis, U. S. A.

**The RICHEY DATA SERVICE**

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consider that there are always new factors and new conditions, and the thousands of boys and girls who will see it for the first time. The Bible and Robinson Crusoe still continue to sell, though their stories have been read and told for years and years and years!

\* \* \*

To just what extent must the advertiser consult the dealer, when mapping out a year's campaign, and to what extent do advertisers follow this policy? There are many instances of mistaken judgment, long after it is too late, and no one will deny that the dealer's friendship, sympathy and support are indispensable.

Shur-On eyeglasses have had occasion to brush elbows with the man who sells the goods across his counter, and to understand just how necessary it is to collaborate in the matter of advertising.

Several years ago, the advertiser discovered, to his surprise and chagrin, that it would be impossible to make a newspaper or magazine drive on the best type of eye glass manufactured, because opticians simply would not bother with fitting them on customers. The glasses were an acknowledged success and far superior to other lines, but owing to certain mechanical, structural details, even expert opticians were compelled to spend more time than they could afford, adjusting them. This opposition was so marked

## GOOD PRINTING—CHEAP

### A Few Money-Saving Prices

- 1000 4-page Folders 3½x6½ in. \$8.00  
Each additional thousand 2.50  
1000 4-page Folders, 4x9 in. .... 10.00  
Each additional thousand 3.50  
1000 4-page Folders, 6x9 in. .... 13.00  
Each additional thousand 4.50

FREE—our large package of samples  
**ERNEST A. FANTUS CO., Printers**  
525 So. Dearborn St., Chicago

## Le Nouvelliste of Lyons

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

## DESIGNING and LETTERING

*for those who  
desire the best.*

## DEININGER

262 W. 24th St. New York  
Telephone. Chelsea 1930

*"Kindly accept our thanks  
for the pains you took in  
producing this subject for  
us which was of a very diffi-  
cult nature"—*

This is from a letter written to us by a corporation of national fame. We are ready to give you the same service. No order too large, few too small.

**COMMERCIAL PUBLICITY FILM CO.**  
507 FIFTH AVENUE NEW YORK

## ART IDEAS

for NEWSPAPER  
& MAGAZINE  
ADVERTISEMENTS  
..PO/TER/..

Studio of  
**ALFRED JACKSON**  
116 W. 39th St.—New York



## Howell Cuts

for house organs  
direct mail and  
other advertising

ask for proofs  
Charles E. Howell, 307 Fifth Ave. New York

## ED. HAUBRICH

designs booklets, n everything  
for advertisers and printers

110 W. 34 St. NEW YORK  
Room 1202. Phone Greeley 3948

## Hide and Leather

Solicits business from advertising agencies wishing to reach large manufacturing industries.

Survey of Field on Request

136 W. Lake St., Chicago, Ill.

## MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

### MILL SUPPLIES,

537 South Dearborn St., Chicago

## America's 2,000 GAS COMPANIES

These big, active, prosperous public utility concerns—many having also electrical departments—are correctly covered by

## THE GAS RECORD

(Semi-monthly) 29 W. Jackson Blvd., Chicago  
R. O. Jaspersen, Editor. Walter V. Turner, Herbert Graffis, Adv. Mgr. Technical Editor.

Member of the A. B. C. and of the Associated Business Papers.

## AMERICAN FOOTWEAR

The National Authority

"Devoted to everything worn on the feet"

We co-operate with agencies  
Ask us how!

155 North Clark Street, Chicago

## American Lumberman

Est. 1873.

CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

## OIL ADVERTISING

Send for sample copy and rate card of

## PETROLEUM AGE

Representative publication of an industry where quick action and big money rules—a market that speedily and richly repays cultivation.

PETROLEUM AGE (Monthly)

20 West Jackson Boulevard, Chicago  
Eastern Office: 51 East 42nd Street, New York

and so determined that the glasses mentioned, while still a leader in quality, are not advertised.

Then came the Shell-Tex. This was a progressive step, for the glasses are not apt to break when they fall, even on a hard surface. Advertising was prepared and launched, featuring Shell-Tex, whereupon a howl of protest went up from every optician in the country. "We won't stand for it," they said, "it will cut down our business fifty per cent. Any velvet that we make comes from our repair department. It's the breaking of glasses that keeps us alive. If you stop that, we might as well close the shutters."

Educational work was started at once, for even the dealer was not to be permitted to stop the marketing of such a big idea and one that meant so much to the public. The Shell-Tex plan was made a fad. People were gradually told that it was "quite the thing" to wear them and that the shell rim was really an added attraction. Advertising pounded away at this thought and finally the tide turned.

But a still more significant revelation was uncovered. Young



Sends \$1 for 6 Numbers

WESTERN ADVERTISING the monthly magazine of ideas, information, inspiration. Tells business men what they want to know about advertising. Keeps you posted on Western conditions. A necessity for progressive men. \$2.00 a year.

WESTERN ADVERTISING  
SAN FRANCISCO

We represent  
Student Publications

WE can get business for any manufacturer who is willing to let us back his student paper advertising with the same college town merchandising that has made so many of our accounts successful.

Collegiate Special  
Advertising Agency  
Incorporated

503 Fifth Avenue New York  
Established 1913

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women, between sixteen and eighteen, were crowding to the nearest optician to have their eyes examined. Of course, if their eyes were all right, they should not wear glasses, but these Shell-Text affairs were certainly "fashionable." Figures collected went to show that many, many young women really did need glasses, who had never thought very much about it before and who were not wearing them, although troubled with "fainting spells" and headaches.

The Shell-Text idea was actually sending young women to the oculist and the optician in greater number than had ever been experienced before. It was performing a service to humanity. A fad had become a constructive force for good.

Shell-Text glasses did not come back for breakage repairs, but so many more eyeglasses were sold, that the dealer was happy once more. Records substantiate the statement that in some instances oculists increased their business from thirty to fifty per cent.

### A. L. Erickson Heads Art Department of Armour

A. L. Erickson has been made director of the art department of Armour & Company, Chicago, succeeding R. L. Woods. Mr. Erickson has been with Armour for some time, having formerly conducted an advertising service bureau of his own in Chicago.

Mr. Woods has resigned after thirteen years of service to join the Hawtin Company in Chicago.

### THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

**BEN. P. BRANHAM, Editor**  
951-957 Insurance Exch., Chicago

# POSTAGE

The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Send \$1.00 for 6 months.

**POSTAGE, One Madison Ave., N. Y.**

### THE AMERICAN RESTAURANT

The housewife may read your food ad, but will she try it?

We can tell you how to sample the public and make a profit doing it. Putting branded goods on the menu is the answer. Isn't it? Ask us to explain.

140 N. Dearborn Street, Chicago

## Concrete

New Telegraph Bldg., Detroit, Mich.

—covers the construction field—your advertisement will be in good company in our pages!

—A special edition each month reaches cement mills and lime plants.

## Office Appliances

*The one journal which covers the field of office equipment*

More than 315 manufacturers making use of every issue. Send ten cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.



### BUILDINGS

**and BUILDING MANAGEMENT**

reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.

City Hall Square Building, Chicago

## THE SEED WORLD

The business paper of the Seed Industry. Covers closely American seed growers, wholesalers and retailers. Large foreign circulation. Published semi-monthly. First and third Fridays.

Postal Telegraph Building, Chicago, Illinois.

# OIL NEWS

The Only Semi-Monthly in the OIL INDUSTRY

Shaw Publishing Company  
910 South Michigan Ave., Chicago

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

Exceptional opportunity for advertising man to take sales management of company producing highest grade sales literature. State qualifications fully. Box 396, Printers' Ink.

**WANTED**—Energetic advertising man for strong western investment banking house. Attractive salary to right man. Applications considered confidential. Box 385, Printers' Ink.

Editor for Trade Publication, all round newspaper man. One able to write commodity market reports. State age, experience, salary, etc. Box 197, 1619 St. James Bldg., New York.

**Wanted**—Young man in manufacturing department of large technical publishing house to supervise making of drawings, cuts, composition and production of plates. State experience. Address Box 389, P. I.

**WANTED** — Experienced advertising solicitor—one who can write copy and has the knack of getting along with advertisers—in Ohio city of 250,000. Salary commensurate with ability. Address, Box 395, care Printers' Ink.

**COPY MAN**, who has experience in agency work. Must be master of display and layout, with understanding of markets and merchandising experience in automotive and farm power equipment lines desired. Good salary and opportunity to right man. Send samples and detail letter of experience, stating salary expected with first letter. Address Southwestern Adv. Co., Oklahoma City.

Large eastern Motor Truck company has a vacancy in its advertising department for a young man with advertising experience to take charge of the details of the department. Must be able to write newsy publicity articles, dealer copy, up-to-date letters, and buy engravings and art work, and gather news for two house organs. State full particulars in first letter. Box 397, P. I.

### Experienced Advertising Man Wanted

By large manufacturing concern, office in New York City. State nationality, age, experience, and salary required. Box 411, care of Printers' Ink.

**Wanted**—New York City representative on part time commission basis, for the **GROCERS' MAGAZINE** the leading grocery trade paper in the east, published in Boston.

### Artist Wanted

by advertising company, for figure roughs, ideas and occasional lettering. Box 428, Printers' Ink.

### PRACTICAL PSYCHOLOGIST

with vision to develop national publicity and educational campaign in hitherto undeveloped public health field. Administrative ability essential. Location: New York. Box 422, Printers' Ink.

**ADVERTISING** — Good solicitor can connect with high type New York Trade Publishing House a recognized leader. New growing department requires man who has tact, knows fundamental selling principles, and willing to work and start with moderate compensation. In writing, give previous record and full qualifications. Write D. T., 209 Cable Building, New York City.

**ARTIST**, experienced in advertising agency work. Requirements: Largely strong black and white pen drawing. Must be able to sketch layouts and do finish drawings, including figures and general designing. Send representative samples and letter detailing experience and salary expected to start, with return of samples guaranteed. Southwestern Advertising Co., Oklahoma City.

**ARTIST**—Man capable of taking charge of our Art Department. Send samples of your work with first application and with these a pencil cartoon illustrating why you want to come to the Southwest. All samples promptly returned. Want man of exceptional ability. State age, salary wanted, past connections and when you could report for work. Keeshen Advertising Company, Oklahoma City.

### COPY WRITER

Large, old established Chicago industrial corporation with branches in other large cities, desires in its main offices the services of a good, experienced copy writer with some knowledge of mechanical subjects, for copy work along iron and steel and machinery lines. Splendid opportunity for good man desiring permanent connection. In replying give full particulars including age, education, salary expected to start. Replies will be held strictly confidential. Box 419, P. I.

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**WANTED**—Three accountants or auditors. Men with experience in publishing offices preferred. Must be over 30 and willing to travel. Men with ability and experience will find this exceptional opportunity. Address J. B., Box 426, care of Printers' Ink.

**Wanted**

**HIGH GRADE PUBLICITY MAN**

By well-established Omaha financial institution. A-1 references required showing capability to promote its business in a **BIG WAY** by advertising literature and personal activities. Address Box 393, Printers' Ink.

**Agency Representative**

Representative wanted in Chicago office of a New York agency. One who is familiar with the functions of a live agency and who is steady enough to obtain mail order, proprietary remedy and other accounts where exceptional advantages are offered to the client. Cover Western field. Commission, drawing account. Write fully, confidentially, Box 429, Printers' Ink.

**ACCOUNT GETTER**

If you are a live business getter, already controlling something and able to handle "leads," and if you want to **EARN MORE MONEY** for your service, here is your chance to make a superior connection. Commission and drawing account if you can qualify. Box 430, P. I.

**WANTED**—A general executive for a concern in New York City manufacturing a specialty paper container with a wide range of usage. He must have highest character, good nerve, drive resourcefulness and imagination. He must be able to develop markets and introduce a new product into them and also be able to direct the production with the economy, efficiency and standardization that come with the manufacturing, rather than the sales point of view. No one who has not been earning \$5,000 a year or better need apply. Good salary. Sole control of business under Board of Directors, and some stock interest to right man. Box 412, Printers' Ink.

**ADVERTISING POSITIONS OPEN**—locations New York, New Jersey, Penn., New England, with agencies, national advertisers, class publications and newspapers. Technical copy writers and publicity men with engineering training, metal trades, hardware and building construction experience; several agency copy writers; advertising and sales managers, assistants and detail men for manufacturing concerns, preferably with knowledge of machinery, food products, shoes, textiles, etc.; newspaper advertising managers and solicitors. Adequate salaries; registration free. "We connect the wires." **FERNALD'S EXCHANGE, Inc.**, 632 Third National Bank Bldg., Springfield, Mass.

**WANTED—ADVICE ON DIRECT ADVERTISING**

**A STOCK AND BOND HOUSE WHICH USES DIRECT ADVERTISING EXTENSIVELY, SEEKS EXPERT COUNSEL AS TO HOW IT CAN GET BETTER RESULTS HERE AFTER.**

**ADDRESS  
BOX NO. 407, CARE OF  
PRINTERS' INK**

**Trade Paper Representatives**

Rapidly growing technical trade publication wants live representatives in several important territories, including New England (Boston Office), Philadelphia, Pittsburgh or Cleveland and Pacific Coast (San Francisco or Seattle). Member A.B.C. and Associated Business Papers. Exclusive territory. State previous experience and papers you are representing at present. Address Confidential, Box 399, P. I.

Editor wanted for a trade publication in the paint and varnish fields. Man we select will be one having newspaper and editorial experience; preferably one who knows the trades covered. He will be expected to have vision for the possibilities of the trade; will have to be a keen thinker and able to write; one whose personality will enable him to get in closest touch with readers of a Magazine which has a very intimate association with its subscribers. Address, giving in detail, age, present and past employment, salary expected, Box 417, P. I.

**Rate Man and  
Office Manager**

Wanted by a Philadelphia advertising agency working only on national accounts. An exceptional opportunity for the man who can qualify for the position. It calls for expert knowledge of newspapers, magazines and trade publications and their rates—as they stand today. Also for experience and proved ability in the management of office details in a national advertising agency. In applying make your letter complete enough in information to warrant appointment for interview. Box 403, Printers' Ink.

**Executive Wanted  
for  
Service Department**

As publishers of a long established successful business paper we wish to be put in touch with a working service-department head. He must have a keen sense of merchandising, be a convincing writer and capable of taking entire charge of advertising campaigns. One having experience in the shoe trade preferred, although not essential. Write, giving full particulars as to experience, habits, ambitions, age and salary. Box 416, care of Printers' Ink.



## OFFICE MANAGER

A large Manufacturer located in the Middle West, doing business by Mail thru Agents, wants a young man to take entire charge of their Office (50 people).

One who has had experience in general office work, understands systematizing and has initiative and "Pep".

To one who has these qualifications we offer an excellent opportunity both in the position and the salary.

In replying, give us your experience, age, salary expected, etc.

Address 409, care of Printers' Ink.

## MISCELLANEOUS

**N. Y. STATE WEEKLY FOR SALE.** Cleared owner \$3,801.31 for 1919. \$2,500 cash. Balance like rent. Address Box 402, care Printers' Ink, N. Y. City.

**I PREPARE LIVE CIRCULAR MATTER.** Weekly letters to salesmen or employees \$3 a month. Send for samples. John J. Lutge, 363 West 27th St., New York.

**WE WANT TWO OR THREE GOOD MAIL ORDER ARTICLES. WHAT HAVE YOU? G. & A. CO. (NOT INC.), 3135 ELLIOTT AVE., BERWYN, ILL. CARE OF H. E. ANDERSON.**

25 different novel newspaper advertisements per month for \$5 a year. Newspaper and trade-paper clippings furnished on any subject. Get our reasonable rates. Western Clipping Service, 131 E. 3rd Avenue, Denver, Colo.

**WANTED**—High-pressure power hydraulic presses and Sheridan or Friedheim embossing presses, with platens up to approximately 34 x 46 inches; also Hoe matrix roller presses. Address John A. Rhea, 75-77 Grand Street, New York City.

**FOR SALE**—Goss semi-rotary printing press; prints eight-page, seven-column newspaper from flatbed, using 46-inch rolls. Produces 3,000 complete papers, folded, in one hour. Can be seen in operation. A splendid buy. The William Feather Company, Caxton Building, Cleveland, Ohio.

## Advertising Capital Needed

by a manufacturer of specialties for every home which sell quickly and retail at small prices. A fine sales record over a year old. Capital is needed to market and advertise nationally. Controlling interest can be acquired at a bargain. Box 386, Printers' Ink.

## Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters  
American Type Founders' Products  
Printers' and Bookbinders'  
Machinery of Every Description  
CONNOR, FENDLER & CO.  
Ninety-six Beekman St.  
New York City

## POSITIONS WANTED

Young man, 22, salary no object, studying advertising at N. Y. U.; art student, originality, very able, educated, desires position as assistant to copy and layout man. Box 415, Printers' Ink.

Secretarial Position wanted by an experienced business man, well educated, qualified shorthand writer to assist man of big affairs as "understudy." P. O. Box 890, Sidney, New York.

Have you a position in your organization for a sales manager or organizer? With present company 16 years, now assistant sales manager. Age 35; married. Box 388, Printers' Ink.

**Accountant**—Young lady wishes to make connection with advertising agency. Part time service. Specializing in installing systems, auditing, etc. Over 10 years' of practical agency experience. Box 400, P. I.

**Advertising Man** is desirous of connecting with live going Chicago concern. Experience: Manager Advertising Department, Chief of Inquiry, Division Head of Copy Department. Married. Catholic. Box 384, care Printers' Ink.

## ACCOUNT EXECUTIVE

Experienced in handling national accounts, seeks larger opportunity in agency field as account executive or assistant to big man. Copywriter of experience and knows agency work thoroughly. Box 398, Printers' Ink.

## GOOD ADVERTISING TIMBER

Young man, 24, University graduate, trained in fundamentals of advertising; two years' experience; excellent stenographer—wishes to connect with progressive agency. Box 406, Printers' Ink.

## WOULD YOUR ORGANIZATION

be strengthened by a tactful, alert, college-bred young woman having valuable office and advertising experience? For several years looked after correspondence and office detail for large firm; two years in advertising department. Have written copy; good correspondent and executive. Lowest salary considered, \$1,800; seek advancement. Box 392, P. I.

## MAIL ORDER AND ADVERTISING MANAGER

with 15 years' valuable experience, one thoroughly familiar with department store merchandise and with a good knowledge of general advertising. Fully capable of buying paper, printing, etc., as well as compiling result-bringing literature. Will be in the market for an attractive opening after Feb. 1st. Write for appointment. Box 408, Printers' Ink.

## Advertising Manager

wants to leave a New York Agency to grow with progressive organization. Eleven years mail-order advertising experience; seven years advertising manager chain of National stores; two years syndicating advertising work.

Has planned, laid out, written and placed advertisements that have appeared in leading publications. Is capable space buyer, understands art, illustrations, printing and engraving methods. Box 404, P. I.

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Age. 2

Salesman, representative, manager, buyer, etc.; employment wanted with firm, publication or in territory; experienced advertising man, executive ability; conscientious worker. Box 423, Printers' Ink.

#### ADVERTISING ASSISTANT

Young college graduate, inexperienced, desires opportunity to learn and advance. College Specialization—Advertising and English. Box 425, P. I.

**PUBLICITY MAN, 20 YEARS' EXPERIENCE IN PRACTICAL NEWS-PAPER WORK, WANTS POSITION WITH PROGRESSIVE FIRM. BOX 414, PRINTERS' INK.**

#### ADVERTISING MANAGER

Ten years' merchandising, retail, national and agency advertising experience. Strong on copy, layouts, letters and management. \$5200 to start. Box 421, Printers' Ink.

#### ADVERTISING MAN

6 years' experience writing direct mail and newspaper copy. Advertising manager of Southern Bank and Title Insurance Company. Ran my own Service Agency 2 years. Now on copy staff of direct mail agency. Salary to start \$75. Box 420, Printers' Ink.

#### LET MY LOSS BE YOUR GAIN

I gave up my position and opportunity to enlist. Now I want to find myself again. Age 24, college man, with 2 years' experience making effective layouts, writing copy, buying engraving and printing. What have you to offer? Box 413, Printers' Ink.

**Successful Advertising Executive** desires interview with advertiser, preferably national, who has opening with a good future for the right man about April 1st. Thoroughly experienced as department manager for eight years with present employers, including necessary sales ability to give balance. Young yet; plenty of ambition; highest references. Box 387, Printers' Ink.

#### MANUFACTURING LAYOUT MAN

**NOT A COMER, BUT** one who has arrived, desires Agency or Publishing connection. Competent to install or develop department. Thorough knowledge of plates, paper, type faces, bindings, costs and proper execution. Proof of my ability is the calibre of work I have created. Compensation \$5000 to equal present earning. Box 427, Printers' Ink.

**IF YOU NEED** an advertising man, grounded in the principles of direct advertising, including catalogs, sales letters, booklets; capable of handling printing and engraving possessing the commercial instinct, imagination, and the analytical qualities necessary to effective advertising, write me. Am seeking larger opportunities with a concern that is growing and wants me to come along. Age 28. Box 418, Printers' Ink.

**CITY EDITOR** with four years' experience, college education, twenty-five years old. **ADVERTISING MANAGER**, college education, seven years' experience, twenty-four years old. If there is a paper that needs two men who have proved their ability, write Box 391, care of Printers' Ink.

#### ADVERTISING MAN

(27), mechanical production work; devise attractive layouts; write copy; thorough knowledge of printing, all details; 5 years' agency and merchandising experience. Now with high-grade New York agency. All recommendations. New York City or vicinity preferred. Address Box 401, Printers' Ink.

**Advertising man**, 14 years' experience, is available. 5 years with \$2,000,000 manufacturer; 4 years sales and adv. mgr. of \$75 product selling direct to user exclusively by mail; experienced letter writer; has originated and edited several house organs; writes copy that appeals and stimulates to action; agency experience. Prefer opening with manufacturer or New York agency. Salary \$3,600. Box 394, P. I.

#### Do You Need a Woman Copy Writer?

A woman with newspaper experience in reporting, editing and publicity seeks position. Experienced in agency work. Moderate salary if opportunity is good. Box 410, care of Printers' Ink.

#### SECRETARY TO ADVERTISING EXECUTIVE

Educated, refined, experienced young woman of executive ability desires position as Stenographer-Secretary with progressive concern in New York City. At present Secretary to Advertising Manager of professional publication—leaving for better opportunity. Best of references. Box 405, Printers' Ink.

### Are You Near Grand Central?

Advertising Manager of live, successful company could serve one non-competing client in spare time. Ad-copy—printed matter—letters, etc. Real ability at part-time cost. Box 424, Printers' Ink.

### Advertising Solicitor Account Executive

An advertising man who believes in results desires proposition which will offer opportunity for handling one or two active accounts in addition to the securing of new business. Knows how to develop accounts. Has valuable ideas which he will turn to the agency he associates with. Broad experience and thorough knowledge of advertising.

Desires connection with well-known agency. Prefer commission basis. Age 30. Box 390, P. I.

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# EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained at

CHICAGO  
PHILADELPHIA  
CLEVELAND  
NEW ORLEANS  
BUFFALO  
MINNEAPOLIS  
ST. PAUL  
DENVER  
LOUISVILLE  
ATLANTA  
MEMPHIS  
NASHVILLE  
YOUNGSTOWN  
DULUTH  
SUPERIOR  
ST. JOSEPH  
OKLAHOMA CITY  
HARRISBURG  
PUEBLO  
LINCOLN  
ASHTABULA  
ALTOONA  
LORAIN

NEW YORK  
ST. LOUIS  
PITTSBURGH  
WASHINGTON  
MILWAUKEE  
KANSAS CITY  
INDIANAPOLIS  
ROCHESTER  
TOLEDO  
OMAHA  
COUNCIL BLUFFS  
DAYTON  
HARTFORD  
SPRINGFIELD  
WILMINGTON  
CAMDEN  
AKRON  
JACKSONVILLE  
ST. AUGUSTINE  
DAVENPORT  
ROCK ISLAND  
MOLINE  
BALTIMORE

Thos. Cusack Co.

Chicago

New York

# 77,777

columns of advertising were printed by The Chicago Tribune in 1919. It was subdivided as follows:

	Advertising Printed In Columns	Gain Over 1918	Lead Over Next Paper
Local Display . . . . .	32,371.10	57.6%	18.4%
National Display . . . . .	16,297.54	85.2%	110.4%
Classified . . . . .	29,108.64	29.1%	55%
<b>Total . . . . .</b>	<b>77,777.28</b>	<b>50%</b>	<b>45.6%</b>

A news report that is the marvel of journalists, service to readers that brings hundreds of thousands of letters from them, service to advertisers that *insures* success, and a tremendous volume of circulation in the most desirable market on earth have established in its unique position

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Bldg., Chicago—512 Fifth Ave., New York—406 Haas Bldg., Los Angeles

Circulation 725,000 Sunday, 425,000 Daily